

SUCCESS STORY

Grandmother Sells \$1 Million Policy to Create Priceless Memories

CASE PROFILE

- 79 yr. old female
- \$1,000,000 UL policy
- \$24,000 annual premium
- \$0 cash surrender value
- \$60,000 - Lowest offer received
- \$142,000 - Highest offer received (accepted)

REASON FOR SELLING POLICY

With a 12-year life expectancy, the insured had decided that instead of leaving behind the cash from her \$1M life insurance policy, she wanted to provide her grandchildren with a legacy of fond memories while she was still alive. The proceeds from selling her \$1M policy enabled her to update her home in the country and provide a wholesome environment for her grandchildren to play when they visited. She was grateful to her agent and to Asset Life Settlements for helping her achieve her living legacy goal of creating priceless memories of their fun times together.



Read Full Case Summary on Reverse Side

Grandmother Sells Policy for \$142,000 to Create Memories for Grandchildren

The insured's agent approached Asset Life Settlements on behalf of his 79 yr. old client who owned a \$1 million UL policy. Her family's circumstances had changed over the years and she no longer needed the policy for estate planning purposes.

Her primary objective at this stage in life was to eliminate the policy's premium and generate an immediate source of cash that she could use to renovate her property in the country. Her aim was to create a wholesome, fun environment for her two grandchildren when they came to visit her.

Asset Life Settlements submitted the case to 12 different funding sources and received multiple offers. The lowest of three offers came in at \$60K, and the highest bid was \$142K. From the time that Asset Life Settlements presented the case to its funding sources, it was only a matter of a few days before they were able to negotiate the highest offer for her policy.

The insured was grateful to be free of the premium expense and thrilled to receive the \$142,000 cash settlement. She was impressed with the fact that the entire life settlement process was efficient and took far less time than she had anticipated.

Key Take-Aways

- Agents can assist elderly clients in achieving their "living legacy" goals by monetizing and repurposing the value of their life insurance.
- Seniors over the age of 65 should never surrender or lapse an unwanted policy without first exploring a life settlement.
- Asset Life Settlements has the secondary market expertise to negotiate the highest possible settlement for your client's policy.

Call us at **1-855-768-9085** to explore your client's eligibility for a life settlement or to request a free policy appraisal.

