

SUCCESS STORY

Healthy Elderly Couple Sell \$1 Million SUL Policy for \$260,000. No Medical Records Required.



CASE PROFILE

- 89 Yr. Old Healthy Male | 87 Yr. Old Healthy Female
- \$1,000,000 SUL Policy
- \$223,730 Cumulative Premium Paid To Date
- \$0 Cash Surrender Value
- \$125,000 Lowest Offer from a Buyer
- \$260,000 Highest Offer from a Buyer (Accepted)

CASE OVERVIEW

The insureds were living an active lifestyle with no major health issues. They were looking for an escape hatch from a \$1M SUL policy they no longer needed for estate planning purposes. Their cumulative premium payments had reached nearly 25% of the policy's face value. The couple's goal in selling the policy was to free up cash to enjoy their lifestyle, enhance financial stability, and recoup a portion of their premium investment.

Read Full Case Summary on Reverse Side



Couple Received Offers from Multiple Buyers Who Required No Medical Underwriting

The couple's insurance advisor approached Asset Life Settlements to discuss his clients' interest in an exit strategy for their unwanted \$1M SUL policy.

Although advanced in age, the elderly couple was healthy and living an active lifestyle. They no longer needed the policy which they had purchased more than 12 years ago for estate planning purposes. At this stage of their lives, their goal was to optimize their cash assets as quickly as possible to enjoy their remaining years. They also hoped to recoup at least a portion of their premium investment.

In order to execute the transaction in the shortest amount of time,

Key Take-Aways

- If you have older clients who are hesitant to sell their policies because of the medical underwriting process, discuss this case with them.
- Using an experienced life settlement broker is essential to executing an outcome that is in the best interests of your valued client.
- Asset Life Settlements has the credentials and secondary market expertise to negotiate the highest 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.

Asset Life Settlements initiated the auction process by contacting multiple buyers whose risk factors did not require medical underwriting or undergoing life expectancy analyses. Skipping this stage of the typical life settlement application process would save valuable time for the couple and get the cash in their hands as quickly as possible.

We were successful in negotiating multiple offers from three buyers representing non-medically underwritten life settlement funds. We received a total of five bids ranging from the lowest bid of \$125K to the highest (winning bid) of \$260K.

The couple was grateful for the cash windfall and impressed with the efficiency of Asset Life Settlements' brokering practices.

