

SUCCESS STORY



**Widowed Business Owner
Achieves Her Cash
Liquidity Goals by
Selling \$14 Mil. Policy
for \$5.9 Mil.**

CASE PROFILE

- 73 yr. old female; widowed; successful business owner
- 8-12 yr. life expectancy
- Owned \$14 Mil. UL Policy; premiums a burden
- \$150K Cash Surrender Value
- \$3M Lowest of 17 bids
- \$5.9M Highest Offer (Accepted by client)

CASE OVERVIEW

The insured and her now-deceased husband owned a successful energy firm for which they had purchased large insurance policies for estate tax purposes. As the tax laws changed over the years, the level of insurance coverage was no longer needed and the widow sought premium relief. Inasmuch as most of the family's net worth was tied to the business, the widow also wanted liquidity to enhance her lifestyle. Her financial advisor suggested that selling the \$14 million policy would enable her to monetize its hidden asset value and solve her cash flow and cash liquidity needs. She agreed and Asset Life Settlements was asked to execute the transaction.

Read Full Case Summary on Reverse Side



Asset Life Settlements Brokered \$14 Mil. UL Policy for \$5.9 Mil.

Asset Life Settlements was asked to appraise and broker the sale of this \$14M UL policy owned by a successful business woman who was recently widowed. Her objectives in selling the policy were to obtain relief from burdensome premiums and to generate substantial cash liquidity to enhance her lifestyle.

Following a careful review of the attending physicians' statements and properly illustrated in-force ledger statements, Asset Life Settlements executed a strategic underwriting, case building and bidding campaign that involved 11 potential buyers. At the outset of the process, the insured stated that to make the transaction

work, she would accept nothing less than a minimum cash offer of \$2.5M.


We submitted the case to 11 potential buyers and were able to generate 17 offers. Through rigorous negotiations, we were successful in moving the bidding from a low offer of \$3M, to the highest, winning bid of \$5.9M -- more than double the insured's expectations.

The client was thrilled with the outcome and grateful to have a cash windfall to enhance her standard of living without selling her business.

Key Take-Aways

- This case illustrates the growing number of professional advisors who are recommending life settlements to senior clients over the age of 65 in order to address a variety of complex financial challenges.
- Insurance specialists have an opportunity to generate HNW client referrals by sharing case examples such as this with their network of estate and business attorneys, wealth managers, and CPAs.
- 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.



A life settlement was the perfect solution for this business owner who needed liquidity but whose high net worth was tied up in her business's fixed assets.