

SUCCESS STORY

Carrier Buyback: Agent saves client from making \$68,000 mistake

CASE PROFILE

- 77 Year Old Male
- Owner of \$1 Million Universal Life Policy
- \$45,000 Annual Premium
- \$0 Cash Surrender Value
- Carrier offered \$2K in policy buy-back
- Agent's efforts resulted in \$70K life settlement

CASE OVERVIEW

The insured no longer needed the policy for estate planning purposes and was about to accept an offer from the carrier to buy back the policy for \$2,000. Before executing the buyback, the client consulted his long-time insurance agent who instead recommended a life settlement. The agent's efforts ultimately saved the client from making a costly mistake equivalent to \$68K.

Read Full Case Summary on Reverse Side



Asset Life Settlements Brokered a Cash Windfall for Agent's Client

The policy owner involved in this recent life settlement transaction had purchased the policy from his agent more than 13 years ago to provide income protection for his beneficiaries. But as time went on, the family's circumstances changed and the need for the policy became obsolete. With annual premiums of \$45K and no CSV, the insured felt financially burdened and no longer wanted to maintain the policy.

During the agent's regular follow-up calls with the insured, the agent learned that the carrier had approached the policy owner with a buyback offer of \$2,000. While the client's initial reaction to the carrier's offer was somewhat favorable, he wanted to get his trusted agent's insight as to whether accepting the offer was in his "best interests."

Key Take-Aways


- The agent had stayed in close touch with the insured over the years and had built a trusting relationship. Maintaining regular contact with his client enabled the agent to learn about the carrier's buyback offer and to step in at a critical moment to redirect the outcome.
- The cash proceeds from selling a policy are often used by clients to purchase other insurance-related products.

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

After discussing all the options with his client, it became clear to the agent and his client that selling the policy would result in a cash windfall far beyond the \$2K offered by the carrier.

The agent contacted our team at Asset Life Settlements requesting that we broker the sale of the policy in the secondary market. While the insured's age and good health put him on the borderline as it relates to most funders' life expectancy requirements, we remained confident we could negotiate a substantial offer that went far beyond the carrier's \$2K buyback offer.

After sending the case out to market, we received two offers: The lowest offer was \$30,000 (gross offer) and the highest offer was \$100,000 (gross offer). Once commissions were paid, the client was thrilled to receive a cash payment of \$70,000.



The client was grateful to his agent for recommending a life settlement and for saving him from a costly mistake. More importantly, he was thrilled to receive a cash windfall of \$70,000 for an unwanted policy he was planning to "throw away."