


# SUCCESS STORY



## Registered Rep Refers Client to Asset Life Settlements after Broker-Dealer Declined to Facilitate Policy Sale



### CASE PROFILE

- 74 Year Old Male
- Owner of \$1 Million Convertible-Term Policy
- \$50,000 Annual Premium
- \$0 Cash Surrender Value
- \$50,000 Lowest Offer from Buyer
- \$172,000 Highest Offer from Buyer (Accepted)

### SUMMARY

The insured's term policy was nearing its expiration. The client sought the guidance of his registered rep who explored all the options. Although the rep determined that a life settlement was clearly in the "best interests" of the client, the rep's Broker-Dealer declined to facilitate the transaction. The rep referred the case directly to Asset Life Settlements and his client was thrilled to receive a cash windfall.

[Read Full Case Summary on Reverse Side](#)

## Asset Life Settlements Brokered Senior's Term Policy for \$172,000

Asset Life Settlements was pleased to broker this case which was a consumer-direct client referral from a Registered Representative (RR) whose Broker-Dealer did not participate in life settlement transactions.

The insured was a 74 yr. old male with a life expectancy of 11 years. His \$1M term policy was nearing its expiration date, and although he was inclined to let the policy expire, he sought the opinion of his RR. After exploring all the options, his RR informed him of a solution that was clearly in his best interests – a term-conversion life settlement. This option would provide the client with an unexpected cash windfall that he could use to enhance his retirement funds. The client was impressed with the RR's expertise regarding the secondary market for life insurance and thrilled to learn he could receive a substantial cash settlement for a term policy he thought had no value once it expired.

### Key Take-Aways

- Agents whose clients own term policies about to expire will want to explore the client's eligibility for a term-conversion life settlement.
- In the age of "Best Interest" regulations, selling an unwanted policy to achieve retirement goals can be the most prudent recommendation.
- 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.

However, because the RR was not permitted to facilitate the transaction due to his BD's compliance guidelines, the RR directed that his client contact Asset Life Settlements to request that we broker the transaction.

After going through the pre-qualification process, we took the case to market and presented it to multiple buyers. Interest in the policy was strong and seven buyers participated in the bidding process. The lowest bid came in at \$50K and the highest, (winning bid accepted by seller), came in at \$172K.

The couple was grateful to their RR and thrilled to receive a substantial cash windfall for a policy they thought had no value. Although the RR was pleased that the outcome actually strengthened the advisor-client relationship, it's worth noting that had the RR been able to facilitate the transaction, he (and/or his BD) could have earned a substantial commission on the transaction.

The policy owner was deeply grateful to his Registered Rep for suggesting a life settlement, and for recommending Asset Life Settlements as the secondary market broker for his policy.

