


Broker vs. Provider

**SUCCESS  
STORY**



**Agent is Elated with ALS' Offer for \$510K as Compared to the Highest Bids Obtained Directly from Two Providers for \$300K**

**CASE PROFILE**

- 68 yr. old male
- 13 yrs. (life expectancy)
- \$5M Term Policy (20 yr. convertible term in 18th yr.)
- \$180K Term Policy Conversion Annual Premium
- \$300K - Highest offer received when agent went directly to a Provider to sell the policy
- \$510K - Highest offer received when agent asked ALS to broker/negotiate multiple offers

**SUCCESS FACTORS • TAKE AWAY**

- Client received \$210K more by using ALS as a broker
- Agent's relationship with client rose to "rock star" status
- ALS' pre-pricing estimates were precisely on target
- Agent was impressed with ALS' expediency/handling
- Agent earned a substantial commission on conversion

*Agent was stunned to learn that using a life settlement broker to sell his client's policy could make such a huge difference in the final outcome!*



*Read Full Case Summary on Reverse Side*

## Client Received \$210K More When Agent Used ALS to Broker Policy!

This success story clearly illustrates how using an experienced Life Settlement broker like Asset Life Settlements is essential to achieving the highest market value for your client's policy.

The case involved a 68 yr. old male who owned a \$5M term policy (with conversion option) that he no longer needed.

After conducting a review of the client's high net worth and his estate planning goals, the family office with which the insured had been working identified an opportunity to reposition the life insurance asset to benefit the heirs in his estate. The family office brought in an insurance advisor to determine whether the policy could be sold in the life settlement marketplace.

The insurance agent initially made contact directly with several Providers to request preliminary offers for the client's policy. The offers he received, which were based on the insured's medical records and life expectancy reports, ranged from a low offer of \$100k to the highest offer of \$300K.

Based on his knowledge of life settlements, the agent believed the offers he received directly from the Providers were on the low

side, so he decided to pursue a different route. After conducting an online search for Life Settlement Brokers, the agent contacted Asset Life Settlements to request pre-pricing information.

Using the same life expectancy (LE) estimates as those used by the Providers that the agent had received offers from, ALS was able to formulate its own pre-pricing structure. We determined that with a 155 month (LE of approximately 13 years), that the policy could be worth between \$460K to \$510K -- far beyond the highest offer of \$300K that the agent received from a Provider.

The insurance agent was thrilled with our pre-pricing estimates and urged us to proceed in brokering the case.

After sending the case out to multiple buyers with the LE reports and carrier illustrations, we were able to negotiate five offers higher than what the agent was quoted when he had gone directly to Providers. The highest offer came in at \$510K which matched the highest pre-pricing range that we had initially given the advisor. The offer was immediately accepted by the client who was thrilled with the additional windfall which far exceeded the \$300K offer directly from a Provider.

### Key Take-Aways

- The agent was ecstatic with the outcome of ALS' efforts. In addition to negotiating much higher offers, ALS conducted the underwriting process in less than half the time it took the two Providers the agent had worked with.
- Agents who have older clients who own term policies will want to explore the client's eligibility for a term-conversion life settlement.
- ALS offers agents one of the market's most generous commission splits for life settlements. In this case, the agent chose not to receive a commission on the life settlement but he did earn a substantial commission on the term conversion of the 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.*



The client was deeply grateful to his agent for spearheading the transaction, and was remarkably impressed with ALS' skill in negotiating the highest possible offer from multiple buyers.