

MONTHLY SPOTLIGHT

April 2016



Protective is a leading provider of life insurance and has strong financial ratings from each of the major rating agencies. Comdex: 90, ALIRT: AA-, A.M. Best: A+, S&P: AA-

UNDERWRITING NICHES

Dual Manual Approach:

Protective Life is able to use both GenRe and SwissRe on the same case to get your client the best offer. As an example if an insured had prostate cancer and coronary artery disease Protective can use the most aggressive rating from both manuals to get that client the best underwriting offer. The only time you can't use both manuals is if there is an impairment with comorbidity.

Exams: are good for 12 months on insureds age 70 and under

Internal retention: 2 Million

Strong with senior market age 70+: Protective's senior medical director is a Gerontologist

Strong on Coronary Artery Disease and Diabetes

SALES OPPORTUNITIES

IRA wealth transfer: Protective Life has one of the most complete outputs for IRA wealth transfer. There are 5 different strategies that can be illustrated.

1. Tax Offset
2. Tax Elimination
3. Legacy Enhancement
4. Multi-Generational Planning
5. Spousal Roth Transfer

Planning for Widows

Social Security Explorer Tool

PRODUCT/RIDER FEATURE

Income Provider Option (IPO):

This policy endorsement allows for the death benefit to be paid in an income stream. Gives the owner of the policy the ability to choose how the beneficiaries receive the Death Benefit proceeds. This can be done along with a partial lump sum pay out.

ExtendCare: Chronic Illness rider. Provides an extra option to a Universal Life Insurance policy and allows your clients to accelerate their death benefit to use for any potential chronic illness needs. Benefit is pre-selected at issue. You can select \$1,000-\$9,600 per month in benefit.

10 & 20 yr survivorship term

ICUL (Index Choice Universal Life): Index product with guarantees built in. Give your younger clients potential upside and potential flexibility in the future.

For more information, please contact your brokerage manager.

FIRST AMERICAN
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