

Life Insurance Policy Review



Broker Guide

[DATE]

[CLIENT NAME]

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear [Mr./Ms.] [LAST NAME]:

As a valued client, I wanted to let you know about a complimentary service that I'm offering.

When you purchased life insurance, you made a commitment to protecting your family, business, and possibly your estate. But when was the last time you reviewed your policy?

As a service to clients, I'd like to offer you an insurance checkup to make sure that your current policy or policies are still in line with your overall financial goals and family situation.

Many things can affect your ongoing need for life insurance—an addition to the family, a change in marital status, or business-related changes. However, most of us never take the time to review our policy or policies after we buy them.

What's involved in a policy checkup? Basically, we'll review your current coverage, assess any life changes that have taken place since it was issued, and determine if your insurance still meets your financial goals.

Getting started is easy. Contact me and we can schedule a consultation and complete your checkup.

I hope you will take advantage of this opportunity to review your coverage by contacting me at your earliest convenience at [phone number]. Remember, there is no charge for the insurance checkup, so call today.

Thank you for your continued trust.

Sincerely,

[NAME]

[DATE]

[CLIENT NAME]

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear [Mr./Ms.] [LAST NAME]:

Chances are good that you make it a priority to visit your family doctor, dentist and other health care professionals to keep your family healthy. Unfortunately, many people forget the importance of our financial health. It warrants the same sort of periodic evaluation.

As your situation and circumstances change, so do your life insurance needs. By completing a Life Insurance "Life check-Up", I can help you evaluate whether your current life insurance coverage meets your current financial needs, and provides you the features and benefits appropriate to your situation and long-term plans.

Your Life Check-Up may reveal that your life insurance policy has not performed as expected, does not provide appropriate coverage for your current needs, or it may reveal that your coverage is sufficient. The key is taking a moment to review your policy with a licensed professional to help determine your "life insurance health."

You may have the necessary information needed to conduct a Life Check-Up. If not, in order to facilitate a review, I have enclosed a sample letter, which requires your policy number(s) and the name and address of your current insurer(s). Please give me a call with your policy information and I will prepare and send you the letter for your signature along with a stamped envelope for mailing it to your insurance company(s).

To schedule your Life Check-Up, and begin planning for your financial health, contact me today!

Sincerely,

[AGENT NAME]

[FIRM NAME]

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Telephone Script:

Introduction

As a financial professional, I'd like to help you make sure all of your financial goals are met. I know that life insurance is not a topic many people like to discuss, but I'd like to make sure your existing coverage meets your current goals.

Some questions to ask:

Since you purchased this insurance, have you ever compared it with your current goals and lifestyle? What has changed in your life since you bought it? Have you been married, had a child, or started a business? Will your current coverage provide the protection you want for your family if something happens to you?

Let the client know how you can help

I can help you find out quickly and easily. I want to offer you a complimentary insurance checkup. The process is simple and you are under no obligation to purchase anything. Once we collect information about your current situation and any existing coverage, I can help you evaluate whether you are adequately protected.

Explain the benefits of an insurance checkup

You may determine that you want additional coverage, or simply wish to change the beneficiary. Perhaps you'll be reassured that your coverage is right for you just as it is.

Close

Can we set up an appointment to begin your complimentary insurance checkup?

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Target & Track Your Prospects:

Please note that these are only guidelines to help you determine those clients who may benefit from an insurance checkup. Your prospects may include individuals who do not fall into any of these particular categories.

Insurance Checkup Prospect Profile:

- 45-65 years old
- Owns a policy that is at least 3 years old
- In good health
- Has estate planning issues
- Owns a small business
- Has had recent life or financial changes

To find out more about clients' individual needs, help them complete an *Insurance Fact Finder Worksheet*.

Important areas to explore with clients:

- Do existing policies coincide with current goals?
- Have financial objectives changed since the client bought the life insurance policy(ies)?
- Are term policy premiums about to increase?
- Do client's long-term goals require a permanent policy?

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Target & Track Your Prospects:

Client Name	Sent Letter/ Brochure	Follow-up call(s)	Appointment Set	Check Up Results	Sale?