

# LifePro **PREMIUM FINANCE**

ADVANCED SALES ACADEMY

• LIVE

***Welcome!***

# **The LifePro Premium Finance Academy**



**Ben Nevejans**

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# Who is this training for?

- If you're considering financing the premiums on life insurance policies...
- If you want to understand when it's appropriate to explore the concept for a particular client and situation...
- If you want a better understanding of what the current premium finance space looks like...

# Benefits of premium finance

Prospects can...

- Obtain the coverage they need without disrupting cash flow of businesses or other financial vehicles
- Borrow at a benchmark interest rate while their money is in other higher yielding sources
- Avoid capital gains that can arise if using liquidated assets to pay premium

# Who is premium financing for?

- High Net Worth Individuals
- Estate Planning Needs
- Highly Compensated Executives
- Business Owners

# Current Events Impacting You and Your Clients

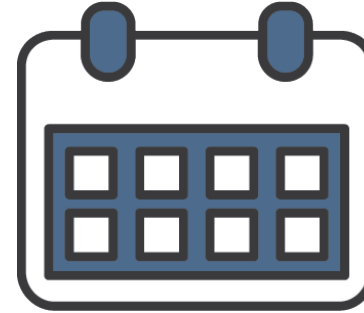
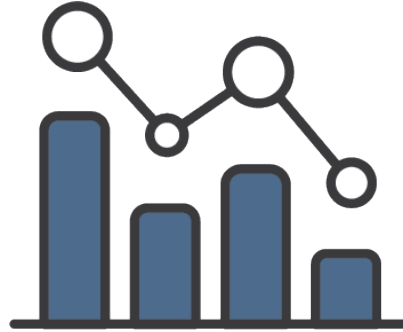
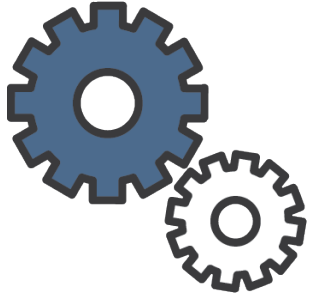
- Looming recession
- Record high inflation
- Stock market dropping
- Interest rates skyrocketing
- National debt at an all-time high
- Taxes going up



# Our Evolution of Premium Finance



# LifePro's "pre-fi advantage"



**Experience**  
**Vendor Relationships**  
**Carrier Relationships**  
**Presentation Tools**  
**Turn-Key Prospecting**



# 2022

INDEXED UNIVERSAL LIFE | ANNUAL POLICY PERFORMANCE REVIEW



Policy Summary Last 365

Insured:

Valued Client

Effective Date:

06/26/2012

Carrier:

Valued Beneficiary

Policy Number:

\$480,018

Total Premium Paid

0.92%

Index Rate This Year

\$5,590

Interest Credited This Year

\$610,281

Accumulation Value

\$2,500,000

Death Benefit

\$587,790

Cash Value

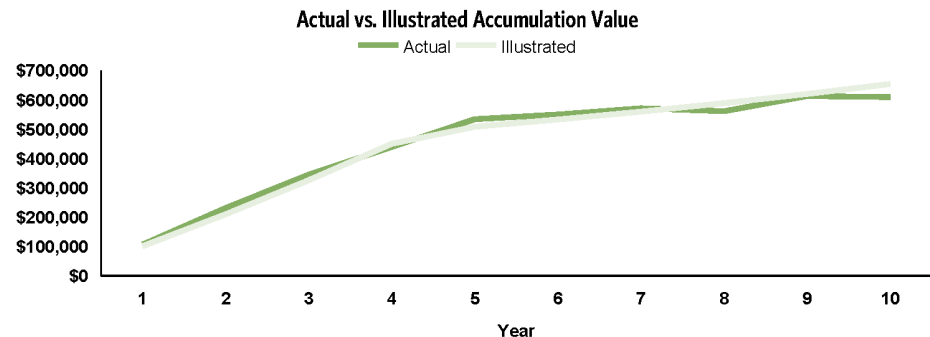
- 10-year policy

This Year Actual vs. illustrated comparison

Policy Values	Actual	Illustrated
Premium Paid This Year	\$0	\$0
Index Rate	0.92%	7%
Accumulation Value	\$610,281	\$654,963
Death Benefit	\$2,500,000	\$2,500,000
Surrender Value	\$587,790	\$628,188

Overall Policy Performance Review

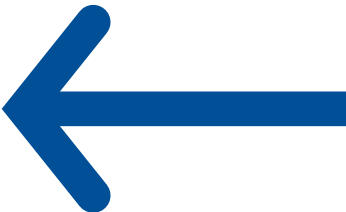
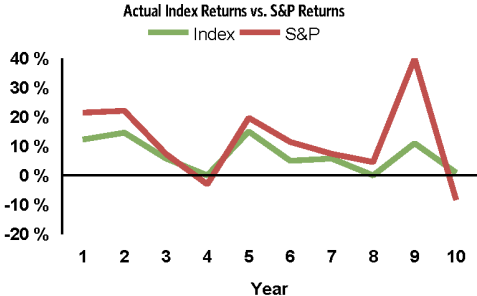
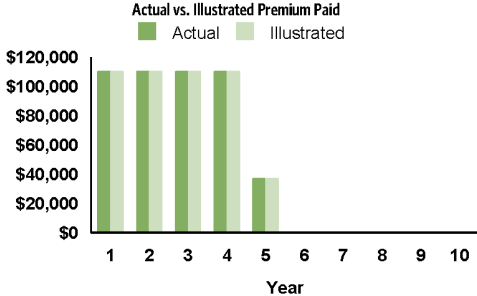
Overall Policy Performance Review



The above graph displays the overall policy accumulation values throughout the years and compares that to the accumulation values that were originally illustrated. If you ever get slightly behind schedule you should not be too alarmed as this is a long term policy and there will be slight ups and downs along the way.

The center graph to the right shows the actual premium that you paid into your policy versus the illustrated premium. The goal is to match the illustrated rate each year so you can stay on track the way the plan was created.

The line graph to the right compares the interest rate earned through your index each year to the S&P 500 returns. Remember, one of the best benefits your policy can provide is when the stock market crashes, your policy has a floor rate and does not experience the downside losses as a typical investment would.



## Overall actual vs. illustrated comparison

Actual Policy Performance				
Year	Premium Paid	Index Rate	Accum Value	Death Benefit
2013	110,677	12.26%	107,045	2,500,000
2014	110,677	14.6%	231,821	2,500,000
2015	110,677	5.81%	345,612	2,500,000
2016	110,677	0%	440,040	2,500,000
2017	37,293	15%	534,962	2,500,000
2018	0	4.99%	550,842	2,500,000
2019	0	5.75%	572,004	2,500,000
2020	16	0%	562,136	2,500,000
2021	0	11%	613,826	2,500,000
2022	0	0.92%	610,281	2,500,000
480,018		7.03%		

Illustrated Policy Performance				
Year	Premium Paid	Index Rate	Accum Value	Death Benefit
1	110,677	7%	101,809	2,500,000
2	110,677	7%	210,571	2,500,000
3	110,677	7%	326,781	2,500,000
4	110,677	7%	451,007	2,500,000
5	37,293	7%	509,184	2,500,000
6	0	7%	533,876	2,500,000
7	0	7%	560,634	2,500,000
8	0	7%	589,605	2,500,000
9	0	7%	620,971	2,500,000
10	0	7%	654,963	2,500,000
Tot:	480,001	7.00%		

## Needs Reassessment Checklist

Questions	Yes	No
Remember the original purpose of this policy. Have any of those purposes changed at all?	<input type="checkbox"/>	<input type="checkbox"/>
Has your family status changed (marriage, children, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you need to change the beneficiaries of your policies?	<input type="checkbox"/>	<input type="checkbox"/>
Have there been any major changes to you or your family's health?	<input type="checkbox"/>	<input type="checkbox"/>
Have you had or do you expect any major changes to your expenses?	<input type="checkbox"/>	<input type="checkbox"/>
Are your children interested in attending a College/University (if applicable)?	<input type="checkbox"/>	<input type="checkbox"/>
Did you buy a home or business?	<input type="checkbox"/>	<input type="checkbox"/>
Are you looking to make any major capital purchases?	<input type="checkbox"/>	<input type="checkbox"/>
Has there been any major income changes or has there been any inheritance?	<input type="checkbox"/>	<input type="checkbox"/>
Is there anything that you do not understand about your policy?	<input type="checkbox"/>	<input type="checkbox"/>

- 7.03% Avg Return
- \$130,263

# 2022

INDEXED UNIVERSAL LIFE | ANNUAL POLICY PERFORMANCE REVIEW



Policy Summary Last 365

Insured: Valued Client

Effective Date: 12/18/2015

Carrier:

Policy Number:

Beneficiary: Valued Beneficiary

**\$1,363,338**

Total Premium Paid

**7.75%**

Index Rate This Year

**\$104,555**

Interest Credited This Year

**\$1,434,893**

Accumulation Value

**\$5,081,190**

Death Benefit

**\$1,375,938**

Cash Value

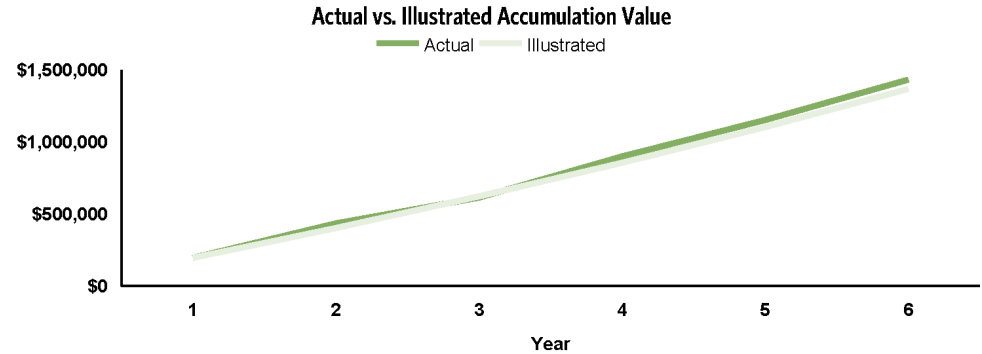
- 7-year policy

This Year Actual vs. illustrated comparison

Policy Values	Actual	Illustrated
Premium Paid This Year	\$227,223	\$227,223
Index Rate	7.75%	6.86%
Accumulation Value	\$1,434,893	\$1,370,451
Death Benefit	\$5,081,190	\$5,020,047
Surrender Value	\$1,375,938	\$1,300,853



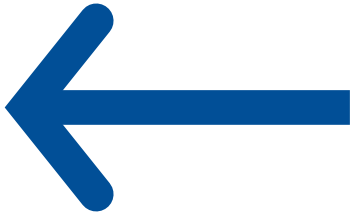
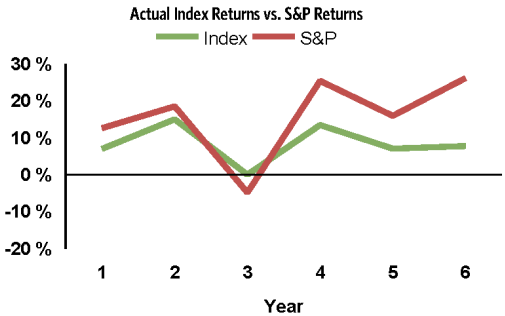
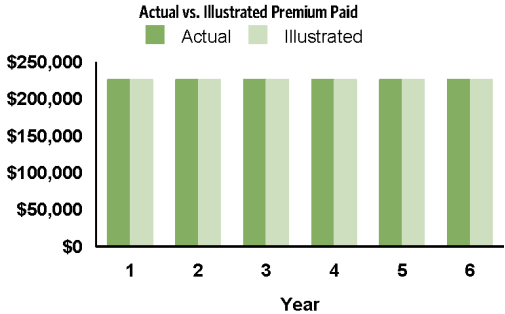
# Overall Policy Performance Review



The above graph displays the overall policy accumulation values throughout the years and compares that to the accumulation values that were originally illustrated. If you ever get slightly behind schedule you should not be too alarmed as this is a long term policy and there will be slight ups and downs along the way.

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The line graph to the right compares the interest rate earned through your index each year to the S&P 500 returns. Remember, one of the best benefits your policy can provide is when the stock market crashes, your policy has a floor rate and does not experience the downside losses as a typical investment would.



## Overall actual vs. illustrated comparison

Actual Policy Performance					Illustrated Policy Performance				
Year	Premium Paid	Index Rate	Accum Value	Death Benefit	Year	Premium Paid	Index Rate	Accum Value	Death Benefit
2016	227,223	6.98%	196,026	3,842,698	1	227,223	6.86%	195,799	3,845,395
2017	227,223	15%	435,746	4,085,342	2	227,223	6.86%	403,511	4,053,107
2018	227,223	0%	614,877	4,264,473	3	227,223	6.86%	623,766	4,273,362
2019	227,223	13.45%	901,275	4,550,871	4	227,223	6.86%	857,371	4,506,967
2020	227,223	7.05%	1,154,330	4,800,605	5	227,223	6.86%	1,105,293	4,754,889
2021	227,223	7.75%	1,434,893	5,081,190	6	227,223	6.86%	1,370,451	5,020,047
	1,363,338	8.37%			Tot:	1,363,338	6.86%		

## Needs Reassessment Checklist

Questions	Yes	No
Remember the original purpose of this policy. Have any of those purposes changed at all?	<input type="checkbox"/>	<input type="checkbox"/>
Has your family status changed (marriage, children, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you need to change the beneficiaries of your policies?	<input type="checkbox"/>	<input type="checkbox"/>
Have there been any major changes to you or your family's health?	<input type="checkbox"/>	<input type="checkbox"/>
Have you had or do you expect any major changes to your expenses?	<input type="checkbox"/>	<input type="checkbox"/>
Are your children interested in attending a College/University (if applicable)?	<input type="checkbox"/>	<input type="checkbox"/>
Did you buy a home or business?	<input type="checkbox"/>	<input type="checkbox"/>
Are you looking to make any major capital purchases?	<input type="checkbox"/>	<input type="checkbox"/>
Has there been any major income changes or has there been any inheritance?	<input type="checkbox"/>	<input type="checkbox"/>
Is there anything that you do not understand about your policy?	<input type="checkbox"/>	<input type="checkbox"/>

- \$104,554 Int. Cred
- 8.37% Avg Return

# 2022

INDEXED UNIVERSAL LIFE | ANNUAL POLICY PERFORMANCE REVIEW



Policy Summary Last 365

Insured: Valued Client

Effective Date: 08/18/2013

Carrier:

Policy Number: 60066546

Beneficiary:

**\$285,340**  
Total Premium Paid

**0%**  
Index Rate This Year

**\$0**  
Interest Credited This Year

**\$400,184**  
Accumulation Value

**\$1,706,387**  
Death Benefit

**\$264,214**  
Loan Value

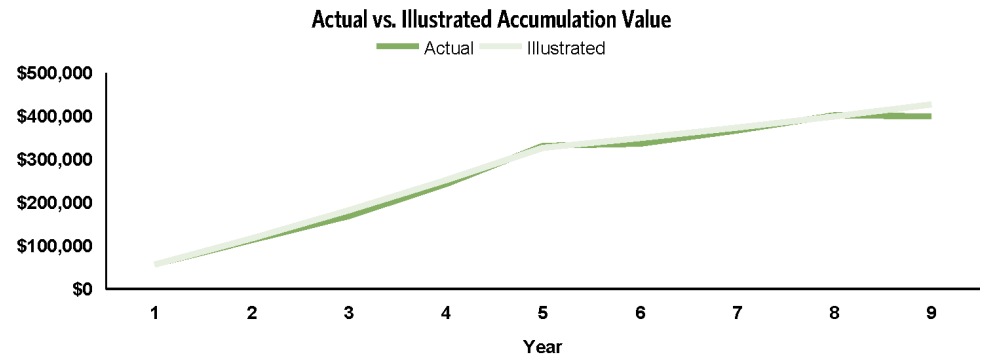
- 9-year policy

This Year Actual vs. illustrated comparison

Policy Values	Actual	Illustrated
Premium Paid This Year	\$0	\$0
Index Rate	0%	7.5%
Accumulation Value	\$400,184	\$427,725
Death Benefit	\$1,706,387	\$1,536,709
Surrender Value	\$135,421	\$426,680

Overall Policy Performance Review

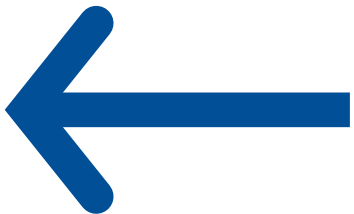
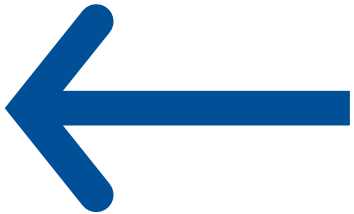
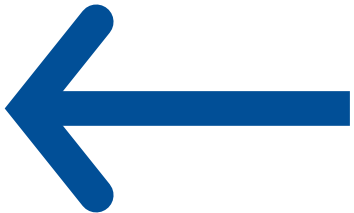
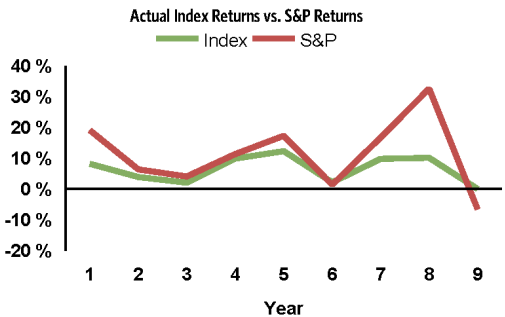
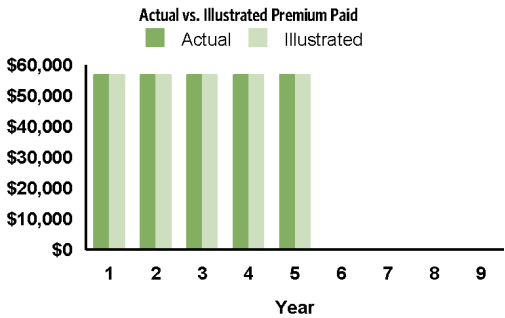
Overall Policy Performance Review



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# Overall Policy Performance Review and Needs Reassessment Checklist

## Overall actual vs. illustrated comparison

Actual Policy Performance					Illustrated Policy Performance				
Year	Premium Paid	Index Rate	Accum Value	Death Benefit	Year	Premium Paid	Index Rate	Accum Value	Death Benefit
2014	57,068	8.18%	56,907	1,647,683	1	57,068	7.5%	56,600	1,593,309
2015	57,068	3.88%	113,487	1,650,196	2	57,068	7.5%	117,340	1,654,049
2016	57,068	2.05%	169,212	1,705,921	3	57,068	7.5%	182,487	1,719,196
2017	57,068	9.88%	243,329	1,780,038	4	57,068	7.5%	252,355	1,789,064
2018	57,068	12.3%	331,805	1,868,321	5	57,068	7.5%	327,318	1,864,027
2019	0	2.15%	336,809	1,642,835	6	0	7.5%	349,887	1,536,709
2020	0	9.79%	367,542	1,673,745	7	0	7.5%	374,071	1,536,709
2021	0	10.13%	402,558	1,708,760	8	0	7.5%	399,970	1,536,709
2022	0	0%	400,184	1,706,387	9	0	7.5%	427,725	1,536,709
285,340		6.48%			Tot:	285,340	7.50%		

- 6.48% Avg Return
- \$135,421?

## Needs Reassessment Checklist

Questions	Yes	No
Remember the original purpose of this policy. Have any of those purposes changed at all?	<input type="checkbox"/>	<input type="checkbox"/>
Has your family status changed (marriage, children, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you need to change the beneficiaries of your policies?	<input type="checkbox"/>	<input type="checkbox"/>
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Are your children interested in attending a College/University (if applicable)?	<input type="checkbox"/>	<input type="checkbox"/>
Did you buy a home or business?	<input type="checkbox"/>	<input type="checkbox"/>
Are you looking to make any major capital purchases?	<input type="checkbox"/>	<input type="checkbox"/>
Has there been any major income changes or has there been any inheritance?	<input type="checkbox"/>	<input type="checkbox"/>
Is there anything that you do not understand about your policy?	<input type="checkbox"/>	<input type="checkbox"/>



# 2021 Annual U.S. Life Insurance Sales Growth Highest Since 1983

Source: Life Insurance Marketing and Research Association (LIMRA)

# Meet the Presenters...



**Ben Nevejans**

President, LifePro  
ben@lifepro.com



**Brian Manderscheid**

Vice President, Advanced Case Design  
brian@lifepro.com



**Kevin Nuber, RICP®**

Vice President, Field Support  
kevin@lifepro.com



**Luke Geller**

Senior Field Support Representative  
luke@lifepro.com



**Allee Marchini**

Senior Marketing Coordinator  
allee@lifepro.com



**Kyle Tomko**

Senior Field Support Representative  
kyle@lifepro.com

# Meet Your Guest Speakers...



**Kenneth Buckley**  
Founder, The Buckley Group



**Dale Humphrey**  
President, Northstar Funding Partners

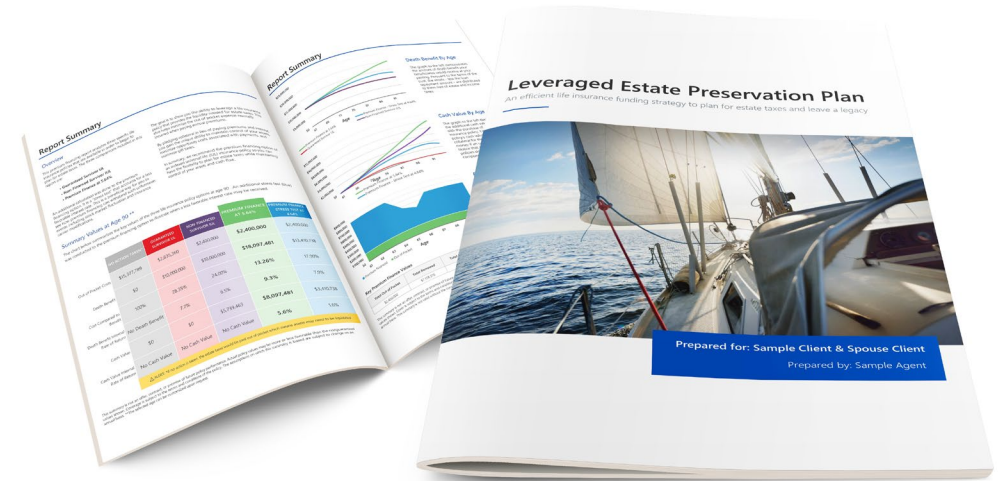
# The Agenda...

- Premium Finance Done the Right Way
- How to Identify & Find Your Target Audience
- When It's Appropriate and When It's Not
- Turn-Key Process
- Working With the Right Partners
- Actual Case Studies

FREE GIFTS

# Premium Finance Marketing Collateral

Jump-start your success in this space with client-friendly educational videos and a sample "Leverage Estate Preservation" Report branded to your business.



[LifePro.com/Premium-Finance](https://LifePro.com/Premium-Finance)

~~\$500 Value~~  
Free!

**SPECIAL OFFER**

# Consultation with Ken Buckley

Gain expert advice on lead generation, prospecting,  
and creating premium finance cases from someone  
who's been in your shoes.



**[LifePro.com/Premium-Finance](https://LifePro.com/Premium-Finance)**

~~\$1,000 Value~~  
*No charge!*



**EXPRESS YOUR INTEREST TODAY!**

**[LifePro.com/Premium-Finance](https://LifePro.com/Premium-Finance)**