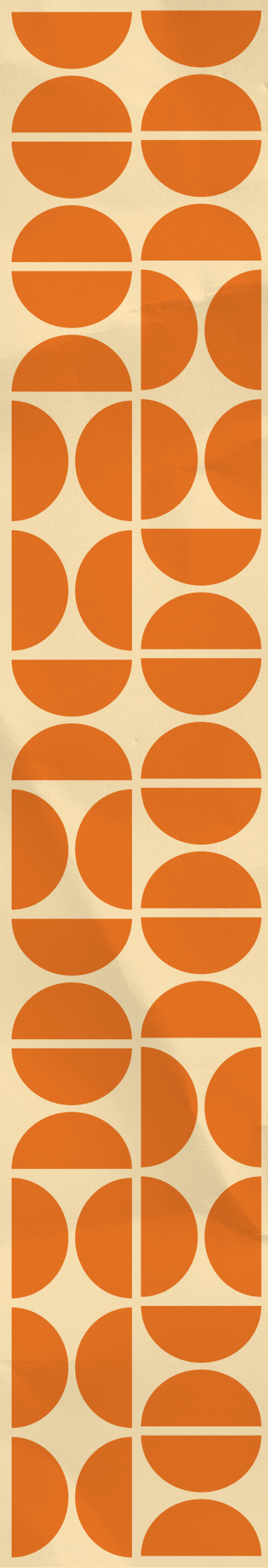


The industry's
newest
innovation
is bringing
back the 'good
old days' for
agents selling
term life.

Save your **impaired risk**
clients **up to 85%** on term
conversions while receiving
high commissions.



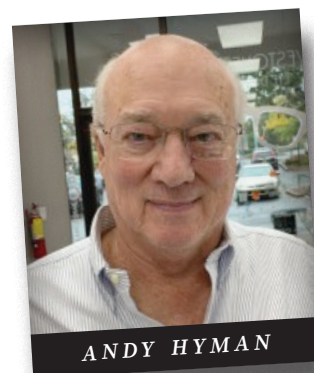
Term LifeXtender™, a revolutionary new program, allows you to access an untapped market — one that's overflowing with prospects.

If you have clients in their 60s or early 70s who own a term insurance policy and have experienced a health event, they are prime prospects for Term LifeXtender™.

Founder and creator of Term Lifextender™, **Andy Hyman**, has had a deep-rooted belief in the insurance industry from a young age.

"We all have our vices. My father was no exception. As a compulsive gambler, he slowly gambled away our family's wealth. At the end of his life, it was his life insurance that allowed my stepmother and brother to financially survive. As a result, at a relatively young age I was exposed to the power of life insurance.

Fast forward to age 66, I had a \$2,000,000 policy that needed to be converted and, because I no longer qualified for standard insurance due to coronary by-pass surgery, I was left with no good options. Converting my policy increased my premium over fivefold.



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million individual term
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coverage."**

When I purchased the policy, I had no intention of keeping it. However, as in a lot of cases, my life circumstances changed and retaining it suddenly became very important.

I realized that if this could happen to me, this could happen to someone else. This problem creates a real opportunity for agents to provide value to policy holders. I became determined to give them the choices that I wish I had. That determination led to Term LifeXtender™.

Designing Term LifeXtender™ required the expertise of FSA Actuaries and several insurance company medical directors. Because of its uniqueness, it has received two patents: U.S. Patent No. 10,311,520, System and Methods Related to Term Life Insurance, 06/04/2019 and U.S. Patent No. 10,650,468, Systems and Methods for Automated Matching and Conversion of Term Life Insurance Policies, 05/12/2020.

Many agents have virtually abandoned trying to convert existing term life insurance into permanent insurance. The sale is difficult primarily because the increase in premium to convert is usually cost prohibitive. This is particularly true in the older marketplace.

About 80% of older adults have at least one chronic disease, and 68% have at least two, according to NCOA.org. People in this demographic who would like to continue coverage

have very few options. The options include converting and paying a very high premium, buying new term insurance at the rate indicated by their current health (which is also very expensive) or trying to sell the policy in the life settlement market.

If none of these options are available, the policy will lapse. These conditions make it extremely difficult for an agent to make a new sale.

To serve this market, insurance agents must be incentivized to seek out a prospect with a reasonable expectation they will make a new sale. Without the proper incentive, agents will continue to ignore a fantastic opportunity to increase their income.

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— *NCOA.org*

Traditionally, when a term policy's conversion period is coming to an end, there is little hope of convincing a client to pay five or more times their current premium to convert — it's too big of a leap, too tough a sale. As a result, the percentage of term insurance converted over the past 20 years has become minuscule.

According to LIMRA, "There are more than 11 million individual term policies in force, totaling more than \$3 trillion in face value. However, only 1%-2% of these policies are converted to permanent coverage." If that isn't an indication of a large underserved market, I don't know what is.

Helping agents easily convert policies in this multi-trillion-dollar market is precisely what Term LifeXtender™ does. And the results for those implementing it have been nothing short of astounding! Term LifeXtender™ results in far less expensive life insurance than if an insured had to pay the full conversion premium. It cuts the cost of maintaining their valuable life insurance for an additional 5 to 10 years by an average of 25-85%. **In addition, the conversion of a policy pays a full commission.**

How to corner the term conversion market

Tony Wilson, EVP at One Resource Group, has some great tips to get you started.

"Agents need to look through their current book of business for clients who are a good fit for the Term Lifextender™ program. We sift through the 150,000 term policies we've sold over the past 18 years and proactively identify those opportunities for our agents," explains Wilson.

“Another tip is to work with other agents and work through their books of business. We have many agents who are older, retiring or already out of the business. This is a good way to help those agents service their current book of business, and/or offer a younger agent the opportunity to do joint work and create new revenue streams,” Wilson says.

Is your client a good prospect?

Wilson says to give 'em the ol' one-two:

1. Is their policy convertible?
2. Have they had a health event?

“Once those two questions have been answered in the affirmative, you have a prospect. You won't sell every prospect — that goes without saying — but the criteria has been established.”

“It's like selling insurance to a client in their 30s or 40s. They are young, getting married and having children. That's where most life insurance is sold because that's when the perceived need is greatest.”

“But,” Tony continues, “as they age, many need a term conversion. Term LifeXtender™ can change lives by helping them address personal and financial problems they didn't anticipate.”

Let's get to know your prospects for Term LifeXtender™.

They could be baby boomers — unable to save enough money to retire. Many of them continue working, which means they'll want to continue their lifestyles.

Fast-forward to the end of their term; they're in their mid-70s. Add COVID-19 to the mix and that creates a level of uncertainty within their demographic. That uncertainty makes insurance even more desirable.

“Now is the time for agents to look through their book of business and find clients who fit into that category.

Success Stories

“One of the first Term LifeXtender™ cases we came across was for a client who was two years into early-onset dementia. The family didn't know how aggressively the dementia was going to progress. This program will allow the family to extend the term policy an extra 10 years and provide more flexibility and options. Typically, a life expectancy of two to 12 years exists in situations like this. Term LifeXtender™ allows the family time and options to figure out how aggressive the dementia will be so they can adjust their plans accordingly. Since this case has a \$4 million death benefit, it is very important for the family and it will help pay for some estate taxes and provide liquidity when the client passes.”

— **Tony Wilson**

“There are millions of prospects right now across the country. We’re at a point where people in their 60s and 70s are more aware of their mortality because of COVID-19. This creates an opportunity for agents to contact this demographic and help them with their insurance needs.”

— Andy Hyman

Jeff Rachlin, head of distribution at Integrated Plan Design, has been in the industry for over 40 years. He shares the perfect metaphor to explain another benefit of Term LifeXtender™ — increasing the value of the client’s insurance.

“Imagine the insurance policy as a raw piece of land. They believe that within a relatively short period of time, that raw land is going to be surrounded by developed property. That raw land wouldn’t have much value if they sold it today, but in a few years’ time, as the surrounding property is developed, the value of their land will increase. Just like land, as people age, the value of their life insurance increases.

Rachlin explains, “When you view life insurance as an asset, Term LifeXtender™ is the perfect tool to help monetize that asset.”

Why does this product sound so easy to use and so valuable to both the client and the agent? Well, simply put, because it is. It’s a unique, patented, in-force, split-dollar loan program that makes it more affordable for people to keep their valuable life insurance while generating high commissions for you.

You can change your life and the lives of others for the better by selling Term LifeXtender™. For more information how you can start offering this revolutionary program, contact us at [914.701.0300 x1007](tel:914.701.0300) or visit termlifextender.com.

Success Stories

“We had one case that resulted in a huge financial win for the client, a real estate developer who was worth in excess of \$30 million. He had a tremendous amount of wealth, but like most small real estate developers had very little cash. He was 68 years old, had by-pass surgery and a minor heart attack — and had \$10 million of term insurance that was expiring. The cost to convert with the carrier was somewhere around \$470,000 a year in premium. The real estate developer said, ‘I just can’t come up with that much cash. I obviously have the net worth. I want the coverage because I still need it and have significant health issues that will prevent me from getting life insurance for at least four or five years. So, I really would love to keep it, but I can’t shell out that kind of money every year for a premium.’”

“With Term Lifextender™, we were able to put together a proposal for him that made the premium significantly more affordable. He preserved his coverage and when the program expired, he was able to sell a small percent of the coverage which enabled him to keep the balance.”

—Jeff Rachlin