

SUCCESS STORY

MEET KARL

TERM POLICY TURNAROUND:
FROM EXPIRATION TO
CASH WINDFALL

REVENUE REALIZATION



\$15K
LOWEST BID



\$30K
HIGHEST BID




\$30K
SOLD FOR




\$60K
AGENT COMMISSION

 **Asset Life Settlements, LLC**
SECONDARY MARKET ADVISORS & BROKERS

 855-768-9085

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THE CASE SNAPSHOT



Karl, a certified financial planner (CFP), faced the impending expiration of his \$2.8M term life policy. Unable to justify the \$5,000 monthly premium required to convert the policy to universal life, he turned to a life settlement as an alternative. Although his younger age (65) and long life expectancy presented challenges, Karl successfully secured a \$90,000 cash windfall through a combination of life settlement offers and commission from a term-to-UL conversion.

THE PIVOTAL POINTS



1

POINT ONE

Policy Expiration: Karl's term life policy was nearing expiration, prompting him to seek financial alternatives.

2

POINT TWO

Age & Life Expectancy Challenge: At age 65, Karl's long life expectancy initially made it tough to attract competitive offers, but persistence paid off.

3

POINT THREE

UL Conversion Commission: Karl earned a substantial \$60,000 commission on converting the policy, significantly increasing his financial benefit.

Term Policy Turnaround: From Expiration to Cash Windfall



THE ADVERSITY ANALYSIS ▼

The biggest hurdle in Karl's case was his relatively young age for the life settlement market, coupled with a lengthy life expectancy, which made buyers hesitant. Additionally, the high cost of converting his term policy to a UL was not financially viable. Asset Life Settlements had to reach out to multiple buyers and navigate several rejections before finally securing an offer worth considering.

▼ THE POLICYHOLDER PORTRAIT

Karl is a 65-year-old financial planner with vast experience in helping clients optimize their financial strategies. When his own life insurance policy became a burden, he saw an opportunity to go through the life settlement process himself, both as a financial strategy and a learning experience he could pass on to his clients.

THE SETTLEMENT STORY ▼

Karl's term life policy was approaching the end of its 20-year term. Unable to afford the costly conversion to a universal life policy, he explored a life settlement, despite the challenges posed by his age. After testing the waters with several buyers, he was able to secure a \$30,000 offer. In addition, Karl also received a \$60,000 commission on converting the policy to UL. The total windfall enabled him to pay for his daughter's wedding and gave him practical knowledge of the life settlement process, reinforcing his credibility as a financial planner.

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As brokers, it's our fiduciary duty to negotiate the highest value for your policy.
Call us at 855-768-9085 to request an immediate estimate of your client's policy.