

# Robin & Peter on LIFE SETTLEMENTS



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## **Life Settlements Can Add Living Benefits to a Life Insurance Policy**

Life insurance producers are keenly aware of the unique value of the product they sell. Life insurance is not just another financial product, but a significant one that can really make a meaningful difference in peoples' lives. To surviving family members, it can be the asset that allows them to remain in the world they've been living in. To surviving business associates, it can be the asset that allows the business and their livelihood to continue. What these examples have in common is the value of a life insurance policy upon the death of a loved one or business associate.

Sometimes, however, waiting until the death of the insured is not the answer to the policy owner's needs. When a most pressing financial problem arises while the insured is alive, a solution could be a life settlement.

A testimonial video, co-produced with the Life Insurance Settlement Association (LISA), features a case involving Robin Weinberger. In just 5 minutes, it demonstrates how the living benefits of a life settlement can provide much needed funds for expenses related to a severe chronic illness.

The video can be viewed at <https://www.youtube.com/watch?v=gG3jWFHemxs> or by [clicking here](#).

As the client says, the need or desire for a living benefit outweighed the need for a death benefit. This situation clearly demonstrates that life settlements can add even more value to life insurance, an already uniquely valuable product.

Although many policies have accelerated death benefit riders, these riders are quite limited in how and when they can be used. Typically, accelerated death benefit riders

require the insured to have a life expectancy of less than 2 years. A life settlement may be available when an accelerated death benefit rider is not.

If you have clients facing a chronic illness, medical expenses or other financial hardships, a life settlement can make a meaningful difference in their lives. Sharing this testimonial video with prospects and their advisors is a powerful way to demonstrate the value of a life settlement to them.

As you gather information, please be sure to give us a call to help you to determine if a life settlement could be a solution for your client. As we are known to say, "it can't hurt to try - it can only hurt not to!"

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