



SALES IDEAS

THE BEST OF 2014

SALES IDEAS THAT FUEL PRODUCTION

TRAINING | SALES IDEAS | THOUGHT LEADERSHIP

THE SUL LOW COST LEADER

- SAVINGS OF AS MUCH AS 30% VS. NLG
- IMPORTANT DESIGN ELEMENTS
 - THE BLEND
 - THE CREDITING OPTION
- THE END RESULT
- FURTHER STRESS TESTING

THE PROOF IS IN THE NUMBERS

Scenario II									
Male 65 SNS / Female 65 PNS, \$30MM Face, Level pay to Carry / Guarantee for 35 years w/ \$500K 1035									
Carrier	NLG Premium to 100	IUL \$1 at 100 Premium	Accordia Savings at 50/50 Blend	IRR @ Year 27	Guarantee Duration	CV @ Younger 85	CV @ Younger 95	Cumulative Premium	Target
Accordia 50% Fixed @ 4% / 50% Index 6.50%		\$280,719	0.00%	7.91%	16	\$10,223,207	\$113,560,403	\$12,019,065	\$450,004
Accordia 100% Index 6.00%		\$283,787	1.08%	7.86%	14	\$9,002,056	\$10,272,344	\$10,432,534	\$450,004
Pac Life Estate Preserver @ 6.50%		\$295,989	5.16%	7.65%	10	\$8,738,969	\$8,271,874	\$11,155,604	\$383,160
AG Elite Global Survivor @ 6.50%		\$307,996	8.86%	7.46%	15	\$7,721,141	\$9,778,858	\$11,279,860	\$513,304
JH Protection SUL		\$329,286	14.75%	7.12%	22	\$5,673,806	\$7,942,988	\$12,025,010	\$394,037
JH Protection SIUL @ 6.50%		\$339,825	17.39%	6.96%	22	\$7,554,655	\$9,332,334	\$12,393,875	\$443,308
Minnesota Life		\$353,687	20.63%	6.76%	16	\$10,022,119	\$11,058,417	\$12,879,045	\$597,155
Nationwide YourLife NLG SUL	\$365,154		23.12%	6.59%	35	\$0	\$0	\$13,280,390	\$388,853
Lincoln LifeGuarantee SUL	\$365,709		23.24%	6.59%	35	\$0	\$0	\$13,299,815	\$435,801
Zurich @ 6.50%		\$369,814	24.09%	N/A	25	\$11,075,387	\$12,653,604	\$13,443,490	\$579,330
Accordia @ 100% Indexed @ 4%		\$371,580	24.45%	6.50%	17	\$9,722,052	\$10,315,402	\$13,505,288	\$450,004
Principal SUL Protector	\$372,085		24.56%	6.50%	35	\$0	\$0	\$13,522,991	\$457,645
Prudential PruLife SUL Protector	\$386,698		27.41%	5.88%	35	\$869,224	\$0	\$14,034,430	\$441,083
Transamerica TransACE Survivor	\$423,855		33.77%	5.80%	35	\$0	\$0	\$15,334,925	\$478,847
Protective Survivor UL	\$437,953		35.90%	5.62%	35	\$0	\$0	\$15,828,355	\$494,353



SIUL RETIREMENT SUPPLEMENT

- ASSUMPTIONS KILL CASES
- FIND THE BEST PRODUCT VS. FIND THE BEST IUL
- MASSIVE GAINS IN ACCUMULATED VALUE VERSUS SINGLE LIFE
- REALLY HUMS WHEN THE DEATH BENEFIT IS STRICTLY INCIDENTAL TO THE PREMIUM

SURVIVOR VS. SINGLE LIFE

Single Life - Male			
	Initial Face (\$)	CSV yr 25	CSV yr 35
North American	\$498,656	\$1,507,766	\$3,098,726
AXA	\$513,682	\$1,419,312	\$2,843,059
Lincoln Financial	\$474,836	\$1,343,356	\$2,605,947
Accordia	\$514,695	\$1,492,031	\$3,053,953
Average	\$500,467	\$1,440,616	\$2,900,421

Single Life - Female			
	Initial Face (\$)	CSV yr 25	CSV yr 35
North American	\$845,504	\$1,502,600	\$3,092,917
AXA	\$856,679	\$1,390,191	\$2,784,943
Lincoln Financial	\$828,199	\$1,346,054	\$2,621,761
Accordia	\$877,982	\$1,467,878	\$3,008,110
Average	\$852,091	\$1,426,681	\$2,876,933

SURVIVOR VS. SINGLE LIFE

Accordia SIUL			
	Initial Face (\$)	CSV yr 25	CSV yr 35
Female Average	\$852,091	\$1,426,681	\$2,876,933
Male Average	\$500,467	\$1,440,616	\$2,900,421
Accordia	\$987,277	\$1,642,163	\$3,402,864
Increase v. Female		15%	18%
Increase v. Male		14%	17%

Assumptions

Single Life

Male 45 PNS/Female 40 PNS

\$24K annual for 25yrs

Min Non MEC solve

DB: increasing first 15yrs; level thereafter

7% illustrative rate

SIUL

Male 45 PNS/Female 40 PNS

\$24K annual for 25yrs

Min Non MEC solve

DB: increasing first 15yrs; level thereafter

7% illustrative rate



RISK MANAGEMENT WITH MEC'S

- LARGELY MISUNDERSTOOD
- CASH TAXED LIKE A DEFERRED ANNUITY
- NO IMPACT ON DEATH BENEFIT TAXATION
- FAR SUPERIOR WEALTH TRANSFER CAPABILITY VERSUS ANNUITIES

MEC'S AND LTC

- MONEYGUARD = MEC
- CAN USE ANY LIFE CONTRACT WITH AN LTC/CHRONIC ILLNESS RIDER
- RICHER MONTHLY LTC BENEFITS
- SUPERIOR DEATH BENEFIT
- VASTLY SUPERIOR CASH VALUES

MEC'S AND LTC

COMBINED BENEFITS - REAL CASH VALUE AND LONG-TERM CARE

MONEYGUARD II				
	MONTHLY LTC BENEFIT	TOTAL LTC POOL	CASH VALUE/ROP	DEATH BENEFIT
YR 1	\$5,277	\$485,208	\$80,000	\$229,600
YR 10	\$6,885	\$633,086	\$80,000	\$189,968
YR 20	\$9,253	\$850,814	\$80,000	\$189,968
YR 30	\$12,435	\$1,143,424	\$80,000	\$189,968

BRIGHTLIFE PROTECT				
	MONTHLY LTC BENEFIT	TOTAL LTC POOL	CASH VALUE/ROP	DEATH BENEFIT
YR 1	\$7,800	\$390,000	\$83,659	\$390,000
YR 10	\$10,407	\$520,354	\$125,175	\$520,354
YR 20	\$11,774	\$588,714	\$198,714	\$588,714
YR 30	\$13,645	\$682,255	\$284,373	\$682,255

BRIGHTLIFE GROW				
	MONTHLY LTC BENEFIT	TOTAL LTC POOL	CASH VALUE/ROP	DEATH BENEFIT
YR 1	\$7,800	\$390,000	\$84,280	\$390,000
YR 10	\$10,642	\$532,113	\$136,933	\$532,113
YR 20	\$13,095	\$654,768	\$264,768	\$654,768
YR 30	\$16,952	\$847,617	\$457,617	\$847,617

PORTFOLIO INSURANCE

- CLIENT'S ASSETS ARE AT RISK
- SO IS THE ADVISOR'S INCOME
- SHIFT THE RISK TO AXA
- WEALTH TRANSFER AND A TAX HEDGE AT THE SAME TIME

WHY AXA?

- NOT ALL LTC RIDERS ARE CREATED EQUAL
- MORE TO THE STORY THAN INDEMNITY VS. REIMBURSEMENT
- THE 200% OF PER DIEM WRINKLE

THE TRIPLE THREAT

- INCOME PROTECTION
- ABR RIDER FOR CHRONIC ILLNESS PROTECTION
- LONGEVITY HEDGE WITH THE GRO RIDER
- ALL INCLUDED IN THE BASE CONTRACT AT NO ADDITIONAL COST



Mutual of Omaha

GIVE THEM AN ORANGE

LIFE INSURANCE POLICY COMPARISON

Mr. Valued Client
6/8/71

Preferred Nonsmoker

\$1,000,000
Premium Solve
Coverage
Guaranteed through
age 105

CARRIER		Protective	Mutual of Omaha	Symetra	AIG	Principal
Premium Outlays						
	Annual Premium	\$6,533	\$6,567	\$6,762	\$7,820	\$7,836
	Years paid	62	63	62	62	62
	Total Premiums	\$405,046	\$413,721	\$419,244	\$484,840	\$485,832
VALUE ADDED FEATURES INCLUDED						
	Return of Premium *		✓		✓	
	Chronic Illness ABR **		✓	✓		✓

* Return of Premium guaranteed at specific intervals during the life of the policy. Terms vary depending on the insurance company. See full illustration for details.

** Chronic Illness Riders allow policy owners to access a portion of the policy death benefit to offset costs associated with caring for a chronically ill insured. Terms vary depending on the insurance company. See full illustration for details.



A RETURN ON YOUR MONEY

- THE ISSUE WITH LIQUIDITY OPTIONS
 - CAPS ON THE AMOUNT RETURNED
 - EXTREMELY SENSITIVE TO PREMIUM TIMING
 - NO REAL CASH!
- THE DEATH BENEFIT SALE THREE WAYS
 - STRAIGHT NLG
 - NLG WITH A LIQUIDITY OPTION
 - METLIFE SECURE FLEX

SECURE FLEX INCREMENTAL IRR

METLIFE SECURE FLEX: A RETURN ON YOUR MONEY, NOT JUST OF YOUR MONEY									
Year	NLG from Carrier X			MetLife Secure Flex			Cumulative Additional		IRR on Additional
	Premium	Cash Value	Death Benefit	Premium	Cash Value	Death Benefit	Additional Premium	Premium	
15	\$13,652	\$152,431	\$2,000,000	\$16,868	\$271,454	\$2,000,000	\$3,216	\$48,240	19.74%
16	\$13,652	\$164,547	\$2,000,000	\$16,868	\$294,219	\$2,000,000	\$3,216	\$51,456	18.62%
17	\$13,652	\$176,789	\$2,000,000	\$16,868	\$317,515	\$2,000,000	\$3,216	\$54,672	17.62%
18	\$13,652	\$189,129	\$2,000,000	\$16,868	\$341,317	\$2,000,000	\$3,216	\$57,888	16.74%
19	\$13,652	\$201,520	\$2,000,000	\$16,868	\$365,630	\$2,000,000	\$3,216	\$61,104	15.95%
20	\$13,652	\$208,669	\$2,000,000	\$16,868	\$390,467	\$2,000,000	\$3,216	\$64,320	15.24%
21	\$13,652	\$215,398	\$2,000,000	\$16,868	\$416,843	\$2,000,000	\$3,216	\$67,536	14.61%
22	\$13,652	\$221,503	\$2,000,000	\$16,868	\$443,907	\$2,000,000	\$3,216	\$70,752	14.04%
23	\$13,652	\$226,725	\$2,000,000	\$16,868	\$471,762	\$2,000,000	\$3,216	\$73,968	13.52%
24	\$13,652	\$230,744	\$2,000,000	\$16,868	\$500,471	\$2,000,000	\$3,216	\$77,184	13.04%
25	\$13,652	\$233,186	\$2,000,000	\$16,868	\$530,047	\$2,000,000	\$3,216	\$80,400	12.60%
26	\$13,652	\$233,648	\$2,000,000	\$16,868	\$560,440	\$2,000,000	\$3,216	\$83,616	12.20%
27	\$13,652	\$232,441	\$2,000,000	\$16,868	\$591,560	\$2,000,000	\$3,216	\$86,832	11.83%
28	\$13,652	\$229,267	\$2,000,000	\$16,868	\$623,299	\$2,000,000	\$3,216	\$90,048	11.48%
29	\$13,652	\$223,793	\$2,000,000	\$16,868	\$655,761	\$2,000,000	\$3,216	\$93,264	11.15%
30	\$13,652	\$215,624	\$2,000,000	\$16,868	\$687,902	\$2,000,000	\$3,216	\$96,480	10.84%

GIVE THEM AN ORANGE II

LIFE INSURANCE POLICY COMPARISON

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Preferred Nonsmoker

\$1,000,000
Premium Solve
Coverage
Guaranteed through
age 105

CARRIER	Protective	Mutual of Omaha	Symetra	AIG	MetLife
Premium Outlays					
Annual Premium	\$6,533	\$6,576	\$6,815	\$7,820	\$8,216
Years paid	62	62	62	62	62
Total Premiums	\$405,046	\$407,712	\$422,530	\$484,840	\$509,392
CASH VALUE ANALYSIS	Surrender Value	Surrender Value	Surrender Value	Surrender Value	Surrender Value
Year 10	\$0	\$0	\$44,248	\$6,593	\$70,081
Year 20	\$0	\$131,528	\$106,640	\$7,432	\$189,586
Year 30	\$0	\$0	\$121,269	\$54,716	\$333,949
Year 40	\$0	\$0	\$0	\$137,111	\$508,577
VALUE ADDED FEATURES INCLUDED					
Return of Premium *		✓		✓	
Chronic Illness ABR **		✓	✓		✓

* Return of Premium guaranteed at specific intervals during the life of the policy. Terms vary depending on the insurance company. See full illustration for details.

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ENHANCED RATE PLUS

- AUTOMATIC UPGRADE FROM STANDARD TO BEST CLASS?!
- NO EXAM, NO MEDICAL RECORDS
- MARKETING TO CAREER AGENTS
- APPROACHING THE “FINANCIAL ADVISOR”
- CHANGE IS COMING...



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