Founding Member AIN ADVANTAGE INSURANCE NETWORK Grand Rapids, MI

Case Study

Situation

- An AIN Member Firm is working with an agent to review an under-performing VUL policy with a current cash surrender value of $50K.
- The 48-year-old female client needs to maintain $2.5MM of coverage for estate planning.
- The client is unwilling to continue to pay the high expenses and manage the volatility of the current VUL contract.

Solution

- Lincoln Benefit's Ultra Index UL

Results

- The existing surrender value was rolled into a new Ultra Index UL policy at Lincoln Benefit.
- Based on her experience in the VUL contract, much of the client's focus was on the downside protection. She felt giving up a portion of the upside in exchange for the downside protection was a fair trade.
- The low expenses appealed to the client who valued the cash value accumulation potential.
- The flexibility of the contract to reduce future premiums or allocate cash value to the fixed account should market conditions make it appropriate made the Ultra Index a perfect fit.
- The fact that the client could easily understand the straight forward product resulted in an exceptionally smooth sales process.
- $33,370 of Target Premium placed with Lincoln Benefit.