

# Policy Evaluation Program

getting started



**LW & T** Leisure Werden & Terry Agency

## Identifying Your Potential Candidates

### Part I — Your Clients

The first and most logical place to start is your present block of business. This is the business that you are responsible for and the business that is most important for you to review.

Ask yourself:

- Do you have clients whose financial, business or personal situation has changed? A major part of this program is servicing your clients' changing situations.
- Have you placed any rated cases? Have you contacted those clients about any health changes? Many ailments and illnesses are underwritten differently now than they were just a few years ago. Would they now be eligible for a Table Shave Program? Changes in Table Shave Programs over the last few years have created opportunities to improve your clients' situations.
- Have you written any Whole Life (WL) cases? New generation Guaranteed UL policies might be more competitive than WL in providing a guaranteed death benefit.
- What were the biggest cases that you placed?
- Have you received any in-force policy requests from your clients? More and more clients are requesting and expecting this service as they seek greater value for their premium dollars.
- Have you performed any policy audits? If not, the Policy Evaluation Program (PEP) and its turnkey methodology is a great way to start the process.
- Are you over 55? Have you been in the insurance business for more than 20 years? If so, you probably have a number of clients who may benefit from this analysis.

*Complete this form and you could have at least 15 qualified leads!*

List 5 of your largest placed cases/or clients who would value a Policy Evaluation Program review.

Client Name	Policy Date	Policy Premium/Policy Type
1.		
2.		
3.		
4.		
5.		

Once you have identified those clients that you wish to meet with, you can use the Overview and FAQ to provide pre-meeting information. Use the Prospecting Letter for Clients to create a letter for use on your letterhead.

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**Part II — New Prospects**

Anybody with a current permanent life insurance policy is a prospect for this service. A customizable agent flyer provides you with an inexpensive method of generating interest. The Prospecting Letter for Prospects can be used on your letterhead. Use the Overview and FAQ to provide information once you have interest.

List 5 prospects you have spoken to in the last year who have large life insurance policies that could be reviewed.

Client Name	Policy Date	Policy Premium/Policy Type
1.		
2.		
3.		
4.		
5.		

**Part III — Advisors/Trustees/CPAs/Attorneys**

Anybody who has advised a client on the purchase of life insurance, or is responsible for the maintenance of life insurance, is a prospect for the service. A customizable agent flyer provides you with an inexpensive method of generating interest. The Prospecting Letter for Advisors can be used on your letterhead. You can use a mailing list to contact CPAs, Trust Attorneys or Trustees. Use the Overview and FAQ to provide information once you have interest.

List 5 Advisors/Strategic Partners you have worked with who may recognize the value of PEP (CPAs, CFPs, Attorneys, Bank Trustees, etc.)

Client Name	Policy Date	Policy Premium/Policy Type
1.		
2.		
3.		
4.		
5.		

**Getting a Customized Report**

Use the Fact Finder as the basis for gathering information about the insured. Place special emphasis on changes, including financial, business, and personal changes, as well as any health changes. Use a cover memo, if necessary, to provide pertinent information about the case. Send the information to us for processing. The turnaround time will be 1-4 weeks depending on the amount of time it takes to get in-force ledgers. We have no control over that. If you are not the Agent of Record, use the prototype Authorization Letter to create a letter for use on your letterhead. And to better assure you of being the Broker of Record for any alternative of additional coverage that may transpire as a result of this review, use the prototype Broker of Record Letter to create a letter for use on your letterhead.

