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Insurance

The CPR System



What is The Comprehensive Policy Review System™?

The CPR system is a service provided by our firm to help our clients review and understand their life insurance policies. We will analyze your current life insurance needs and evaluate your policy to ensure it is properly designed to address these needs.

As a powerful risk management tool, life insurance is frequently purchased to address many varied needs. A few reasons to consider life insurance are:

- Death Benefit Income
- Living Benefits/Cash Flow
- Income Replacement
- Asset Preservation
- Wealth Protection
- Irrevocable Life Insurance Trust
- Buy Sell Funding
- Executive Benefits
- Key Person Insurance
- Retirement Supplement
- Debt Protection
- Estate Planning

As needs, goals, uses and preferences change, any permanent life insurance policy should be reviewed. Fiduciary rules require trustees to perform these reviews on a regular basis. Moreover, wise policy owners will choose to do the same.

- The personal or business situation may have changed.
- The need for life insurance may have increased or decreased.
- Changes in health or product developments could lead to better value.

Monitoring Policy Assumptions

Most life insurance policies have been designed based on numerous non-guaranteed assumptions. Over time, the actual performance diverges from the assumptions -- frequently by a large degree. In some cases, this leads to better than expected results. In others, it leads to worse performance. In addition, few policyholders actually follow the original plan. This leads to even greater divergence from the original illustration. As we review your coverage, we will consider these questions:

- What is the impact of these changes on actual performance?

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- How have policy charges and earnings diverged from the original assumptions?
- Have premium payment, loans and withdrawals diverged from assumptions?

New Product Developments

Insurance companies continually develop new and innovative products in response to consumer demand. Lower costs, extended guarantees, better product features and increased flexibility frequently make it possible for you to achieve your life insurance objectives more effectively. We keep up to date with changes in the industry and as we review your existing coverage and goals, we will consider these new developments to see if there is a possibility for upgraded coverage.