

The Life Insurance Guide

Dissect life insurance policies like an experienced pro!

Ask the client the following questions:

Question	Response
If you were to die prematurely, would you want your family's standard of living to be: Better? Worse? Stay the same?	
How much monthly income would your spouse/kids/dependents need to have if you pass away prematurely?	
If you something happened to you tomorrow, what do you want covered?	
<i>Debts – how much?</i>	
<i>Income Replacement – 8x to 10x your annual income</i>	
<i>Mortgage paid off – balance of mortgage</i>	
<i>Education for kids - \$25,000 per child</i>	

Get a copy of their policy and go through the following questions when completing their Financial Needs Analysis (Blueprint)

Question	Response
What kind of policy is it? (WL, Term, UL)	
How much coverage do they have?	
Are there any riders (addons)?	
How much are they paying every month?	
Why did the client buy life insurance? For the protection or for the coverage?	
How much coverage do they need to have? What would they like to protect?	

If a Term Life Policy – Answer the questions below

Question	Response
How long is the term?	
How much will the renewal be?	
Were there medicals completed?	
Is there a Terminal Illness Benefit?	

If a Universal Life Policy – Answer the questions below

Question	Response
Is it level cost or ART?	
How much is the actual cost of insurance?	
How much is going into savings every month?	
(If ART) when will the cost of insurance be equal to what the client is spending every month.	
How much is in the savings today?	
How much money will be in savings at age 65?	
What page is the loan details?	
What happens to the life insurance policy if there's no more money in the savings?	

If a Whole Life Policy – Answer the questions below

Question	Response
Is it a paid-up policy?	
How much has the client paid into the policy as of today?	
How much is in the savings today?	
How much money will be in savings at age 65?	
When does the policy start to accumulate savings?	
What page is the loan details?	
What happens to the life insurance policy if there's no more money in the savings?	
What page can you find the table of guaranteed cash value?	
What page can you find what happens when the client dies? How much will the beneficiary receive?	

Complete a side-by-side Comparison

Question	Response
How much would it cost to get the same amount of coverage with you?	
Are you saving them any money? If so, how much will they have at 65 if they invested the difference at 5%,7%,9%?	5% = 7% = 9% =
How much would it cost to get the exact amount of insurance coverage they need?	