

Estate Planning

Build, Preserve, and Maximize an Estate

Concept

Life insurance death benefit proceeds can provide the liquidity needed to pay off debt, replace income, supplement retirement income, create an equitable inheritance between heirs, and even provide protection for businesses.

Agent Profile

Financial professional who specializes in life insurance or works in a insurance adviser role.

Client Profile

Typically age 45 to 70 and has an estate worth \$1 million or more. Wants a guaranteed death benefit and has a strong desire to leave the estate to heirs (and equalize the inheritance) without liquidating assets to pay taxes or attorney fees.

Key Selling Points

- ▼ Using life insurance to help build a legacy may also help outpace inflation and grow assets.
- ▼ Protect the client's legacy by preparing for estate taxes and probate costs, and pay off debts that can eat away at wealth.
- ▼ Maximize the available inheritance for each heir.

Product Options

- ▼ **Survivorship GIUL** - may insure two lives under one policy for lower cost than two single-life policies
- ▼ **Custom Guarantee UL** - low-cost guaranteed death benefit
- ▼ **Guarantee Builder IUL** - guaranteed death benefit with cash value accumulation potential

Illustration Design Tips


- ▼ Plan for not just the size of the estate today, but for the future value.
- ▼ Consider both federal and state taxes at death. Be aware that state tax exemptions may be quite different, and although a client may not have a federal tax concern, they may still be subject to state taxes at death. Tell your clients to consult a tax advisor.
- ▼ A guaranteed death benefit is often valued, and a product with cash value potential may provide an exit strategy if the client's coverage needs change.
- ▼ Consider estate needs other than taxes, including estate balancing for clients with non-liquid assets, estate building, and special bequests or goals.

Right Words

"Do you consider the property you own—the real estate, personal property, savings and investments—to be your responsibility to properly manage? There are lots of ways to continue overseeing these assets even after you are no longer living. This is called estate planning. Professionals in this field frequently use strategies designed to accomplish distribution goals while minimizing erosion of wealth due to taxation and poor planning. One significant element in estate planning is owning the right amount and type of life insurance."

Right Questions

- ▼ "How do you plan on leaving a legacy for your children, grandchildren, favorite charities, alma maters and other beneficiaries?"
- ▼ "If there was a strategy for maximizing the value of your estate that is passed on, while meeting all your tax and debt obligations, would you be interested?"
- ▼ "If you could buy dollars for pennies, use those dollars to meet debts and tax obligations and preserve your remaining assets for your family, would you be interested?"

Send	 New Email Message	Cancel
To:	Cc:	
Subject: Follow-Up Email to Agent		
Hello _____,		
It was great talking to you [today/recently]. It sounds like you might have clients who are concerned about estate taxes or perhaps equaling out inheritances among heirs. Life insurance can be a great tool to help alleviate some of that stress on your clients.		
With the loss of a loved one, the last thing people want to think about is how to handle estate and probate taxes. Life insurance can help grant a little relief during this difficult time. The life insurance death benefit can be there for the beneficiaries to help offset estate and probate taxes—no questions asked.		
Another area in which life insurance can help your clients is when planning an estate. If real estate, businesses, or prize possessions are part of a client's will, is it equally distributed among all children? Life insurance can help equal out that inheritance so there are no hard questions for the family.		
Do you have a client in mind that could benefit from this concept? Send me their information and I'll help you design a case to present to them.		
Please feel free to contact me in the meantime with any additional questions!		
Thank you, _____		

Go to <http://nalife.northamericancompany.com/NA-EstatePlanning>
to download the complete sales concept kit!