In FOCUS

The latest news and information from Liberty Life Assurance Company of Boston

Liberty Life Mailbag

Dear Liberty,

Can my client outlive their Estate Maximizer II contract?
– Steve, MI

Steve,
Great Question. Your client cannot outlive their Estate Maximizer II contract. By age 100 the contracts cash value, barring loans or withdrawals, is guaranteed to reach the initial death benefit. At this point the contract will remain in force as the cash value will continue to earn interest with no cost of insurance[1]
-Liberty Life

Email us your questions!
Marketing@fm-inc.com

Facts of Life[2]

-About 1/3 of insured husbands and insured wives have only group life insurance coverage

-1/3 of adults have no life insurance

-Men and women with only individual life insurance carry larger amounts of coverage than those with only group life insurance obtained through the workplace.

1 Subject to expense charges

2 Trends in Life Insurance Ownership: Among U.S. Individuals, LIMRA International, www.limra.com

Another Reason To Celebrate This July.

Effective July 3, 2006 the net crediting rates for Liberty Life's Estate Maximizer II have increased. The new rates are as follows:

STANDARD CLASS	3.25%	*Old Rate* 3.00%
CLASS A	3.00%	*Old Rate* 2.75%

The crediting rate for the Estate Maximizer II locks in for a year and is up for renewal each contract anniversary date.

1099, Not Your Clients' Favorite Number

Each year your clients who own CD's pay taxes on the yearly gain. If those CD's are earmarked to pass to the next generation it may be a good time to talk to them about Liberty Life's Estate Maximizer II.
With the Estate Maximizer II your client instantly increases[1] their estate with a guaranteed initial death benefit, while stopping the yearly arrival of a 1099 at tax time. When the money is passed to the next generation it passes income tax-free while bypassing any administrative or probate costs. (with named beneficiary)

Group Life Insurance May Not Cover All Your Clients' Needs

When approaching clients about life insurance you may hear the common objection "I have it at work". While beneficial often times it doesn't cover all your clients' needs. Several questions should be raised.
What will happen if they change jobs or retire? Is their coverage portable? Probably not, and if it is converted that could be expensive.
These questions pose a great opportunity to sit down with your clients and go over their coverage opening the door to a potential sale

Check Out Liberty Life's Mark Nielsen In The July Issue Of Broker's World

In this July's issue of Broker's World, Liberty Life Regional Director, Mark Nielsen, provides insight into Single Premium Whole Life Insurance and the benefits it can provide your senior clients.
The article entitled "Single Premium Whole Life And Senior Clients" is a case study on a senior client renewing a CD. Mark offers up tips, gained through over 20 years in the industry, on how to explain the advantages a SPWL policy offers this client and other clients in similar situations.

1 Subject to eligibility requirements.

If you have questions or would like to order materials or illustrations, please call Financial Markets, Inc. at 800-888-2829.