



CHEROKEE INSURANCE BROKERAGE
powered by KeyArx

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CHEROKEE INSURANCE BROKERAGE
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**Custom-Designed Life Insurance Programs
Better Benefits at Lower Costs**

30% of what you are paying for Life Insurance
could be going towards your retirement...
without compromising a single benefit.

Where will you retire?

When was the last time you had your life insurance program reviewed

Did you know?

- People are living longer due to advances in Health & Medicine
- Medical knowledge is improving
- There are new innovative products that solve multiple problems

Statistics compiled after having performed several thousand audits demonstrate that nearly 70% of all life insurance policies can be significantly improved.

Life insurance is a financial instrument owned by most individuals, businesses, and estate plans. It is often one of the top assets within a financial statement yet it is seldom evaluated, appraised or assessed in a comprehensive manner – that needs to change.

The basis of a Life Insurance Review lies in our belief that most people are overpaying for life insurance. This belief arises from consistent industry improvements in product, pricing, and mortality. The result of the audit will be an objective evaluation of your current policy / policies, including comparisons to today's marketplace and pricing. We assess the current coverage and, when appropriate, recommend alternative solutions for all that depend on life insurance to be there for their families, businesses or charities.

Why Assess Life Insurance?

In every industry change is constant and the life insurance industry is no exception. The insurance industry has seen changes in the way life insurance is designed, priced and medically underwritten. Having an objective third-party assess the performance of life insurance is no different than having real estate appraised or an investment plan's asset allocation reviewed.

Life insurance must be treated as a critical component of an overall financial plan and given the attention it deserves. Life Insurance is intended to protect the well-being of families, charities and businesses – the Life Insurance Review makes certain that it does.

What Has Changed?

- Life Expectancies have changed. Medical advances have lengthened people's lives and insurance companies have implemented pricing and underwriting standards to reflect these improvements. Insurance companies are now offering favorable underwriting classifications for individuals with heart disease, cancer, diabetes or other medical histories. These same medical histories ten years ago may have been deemed uninsurable or highly rated. Today, many are considered standard risks.
- Interest and dividend crediting rates have changed. Economic trends have forced the insurance companies to lower their crediting rates over the last ten years. These crediting rates are directly tied to the overall rate of return experienced within the insurance company's investment portfolio. Due to today's low interest rate environment, many policies issued prior to 2000 are not performing as originally intended.
- Market conditions have changed. Fluctuations in the stock market have impacted every aspect of the financial services marketplace, including Life insurance. Many customers purchased Variable Universal or Whole Life policies in the 1980's & 1990s that are at risk of failing due to these fluctuations.
- Industry structure has changed. Life insurance companies have undergone widespread changes in corporate structure, including mergers and acquisitions. Many times policyholders are not aware of the impact of these corporate changes. Many of these changes have resulted in negative implications to policy holders.
- New and innovative products have emerged. Life insurance companies have been creative with solutions that help our aging population. (i.e. Access of the death benefit for long term care needs and cash liquidation of death benefit while alive).
- Planning goals may have changed. Evaluation of current goals and needs is an essential part of the life insurance audit process.

The life insurance review is most effective when the life policy is over 2 years old, the paid up premium is in excess of \$10,000 and the insured has experienced a health or lifestyle improvement, or remained as healthy.

3 Step Life Insurance Review Process

Our Life Insurance Review provides a comprehensive evaluation of one of the most valuable assets you own.

- 1 Obtain a current In-Force Report from your Insurance Company.

Our KeyArx team will assist you or your trustee to contact your current carrier. Together we will order an In-Force report of your policy. This is the most important item for an insured to see how their policy has performed over the years and is it doing what you expect. This is a five-minute phone call and your only commitment to the process.

- 2 Analysis of Your Policy.

KeyArx will:

- Review In-Force policy relative to your needs
- Analyze if existing coverage needs the funding to be adjusted
- Investigate possible improvements in your medical underwriting class
- Analyze your policies performance compared to illustrations provided at the time of sale
- Assess the financial stability of the current life insurance carrier
- Review new products or riders that may enhance coverage

- 3 Review of Results and Options

- Prepare an easy to understand list of options*
- Support you and your advisors with options
- Determine and assist with recommendations or modifications and next steps required to implement improvements

*Results in 2 to 3 business days from receipt of your carrier in-force reports

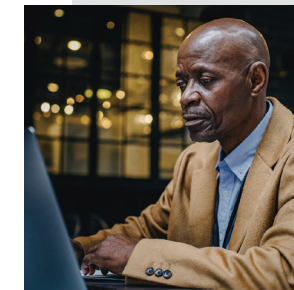
Case Studies



Gina 50

Has 2 Cash Value Policies
 \$4,071 Annual Premium
 \$82,809 Cash Value and \$415,434
 Goal: Pay to age 65 and produce tax-free income from Ages 65 to 100.

	Current Combined	Matching Current	Upgrade Design
Annual Premium to 65	4,071	4,071	10,000
Death Benefit	415,434	450,967	677,705
Annual Income 66-99	13,700	29,481	47,239
Increase in Income	N/A	54%	71%



Richard 60

Purchased Cash Value Policy at age 46
 \$25,000 Annual Premium
 \$419,178 Cash Value
 Goal: Pay to age 65 and produce tax-free income.
 Tax-free income from Age 65 to Age 100

	Old	New
Policy Face Value	\$890,985	\$1,216,554
Annual Income	\$54,200	\$87,914
		62.2%



John 78 & Sharon 77

Surrendering policy and interested in receiving more money
 Adult children unable to pay premiums to maintain policy.
 Type of Policy: Survivorship
 Policy Face Value: \$2,500,000
 Cash Surrender Value: \$26,000
 Life Settlement Value: \$612,000