

ARTICLE:

Private Underwriting Evaluation For Our High Net Worth Clients

By Keith M. Lichtcsien, CFP®, AEP®

© 2015 Resource Strategies, Inc. All Rights Reserved.

WHEN OUR HIGH NET WORTH CLIENTS NEED LIFE INSURANCE, WE PROVIDE:

- What we believe is the best possible underwriting outcome
- Full-access to some of the top carriers in the market
- Privacy and confidentiality

Through our relationship with ValMark Securities, we have access to an on-staff medical doctor and a dedicated team of professional underwriters as well as contracts with some of the nation's leading paramedical providers and labs. These resources allow us to privately evaluate our client's medical risk before sending any information to a life insurance company. This process works to provide leverage to negotiate underwriting offers on behalf of our clients while protecting their identity and insurability.

A COMPLETE EVALUATION OF INSURANCE ELIGIBILITY

When evaluating our client, the underwriting team and medical doctor work with the paramedical providers and labs to collect the same information that an insurance company would use to assess our client's underwriting risk. This includes results from a physical examination, EKG, lab work, medical records, prescription and medication history, and driving record.

GETTING TO THE RIGHT RESULT AND AVOIDING A NEGATIVE FIRST IMPRESSION

After reviewing our client's information, the team determines which insurance companies will evaluate their particular medical risk most favorably and targets those companies. Prior to presenting the information to the targeted companies, the underwriters proactively address any abnormalities or concerns the insurance company underwriter may have in order to present our client in the most



favorable light possible. This process is designed to reduce the chances of the insurance company underwriter developing a negative first impression of the client, which can be extremely difficult to change.

NO BETTER WAY TO OBTAIN LIFE INSURANCE FOR OUR HIGH NET WORTH CLIENTS

We use private underwriting to obtain favorable results for our high net worth clients because when it comes to placing a large amount of life insurance, we want to be certain that we leave no stone unturned.

If you have questions about this or other planning issues, please give us a call at 216-765-0121.