



POLICY EVALUATION TOOL KIT

Comprehensive Brokerage Services
500 Marschall Road, Suite 200, Shakopee, MN 55379
Phone: (763) 450-1870

Policy Evaluation Tool Kit

When you purchase a permanent life insurance policy, you buy a financial vehicle designed to last a lifetime. However, a family's financial goals and risks change over time; therefore, reviewing current coverage in light of evolving financial needs is critical.

A policy evaluation provides you and your clients with information you can use to determine if their current insurance is still in their best interest or whether an update is needed.

Client Benefits

Engaging in a policy evaluation will reveal if your client's coverage is sufficient or if an update is warranted when considering their changing financial goals and risks. Specifically, an evaluation will:

- Determine whether your client's existing life insurance portfolio is meeting their needs,
- Identify if any changes or modifications to the portfolio or a specific policy are necessary,
- Uncover factors that may contribute to the risk of lapse or the need for an unanticipated increase in funding,
- Highlight opportunities to obtain more coverage for the same or less future annual contributions and
- Demonstrate if your client should repurpose an existing portfolio or policy to address other financial risks, such as funding long-term care.

Advisor Benefits

RIA insurance offerings help deliver a comprehensive financial plan that can add firm value and give clients more of what they expect. Life insurance advice is an additional way to increase wallet share while building and diversifying your practice. Policy reviews are essential for protecting your client and ensuring that your client's coverage compliments the holistic advice you provide.

What to Expect

You can expect an unbiased carrier and product-agnostic report that provides information to determine if your client's current insurance is still in their best interest or whether an update may be desirable. You should never recommend replacing coverage without a valid reason supported by analysis demonstrating how the client's financial position is improved. The **CBS Policy Evaluation** report provides the essential data for sound financial decisions. Please see the attached example.

There are numerous factors to consider when evaluating your client's life insurance coverage. For many people, their existing coverage meets their current needs. For others, a new policy will be in their best interests. Contact CBS Brokerage at (763) 450-1870 for more information and an evaluation of your specific situation.



Policy Evaluation Road Map

1. Please find a sample ***Insurance Review Email*** to start the insurance review process with your clients.
2. Be sure to attach the ***Policy Evaluation Questionnaire***. The questionnaire helps gather the relevant policy information to start the review process.
3. You or your clients will be asked to complete one questionnaire for each policy.
4. Please send CBS Brokerage the completed questionnaire(s). We will use that information to help you complete the attached ***Request for In-Force Policy Illustrations*** letter.*
5. An in-force ledger is a "re-projection" of the values of an existing permanent life insurance policy based on the policy's current cash value, previous premiums paid, future contributions, and other variables.
6. Please have your client sign the completed letter(s). Once signed, please send them to CBS Brokerage. We will submit it to the carrier on your behalf.
7. The carrier will provide the in-force policy illustrations to CBS Brokerage, you, or the policy owner. The carrier may take as long as 10 business days to comply depending on the company, their workflow, and the time of year.
8. Once received, please send the in-force illustrations to CBS Brokerage for review.
9. We will analyze the in-force illustrations to help determine if your client's current insurance is still in their best interest or whether changes are necessary based on their evolving financial needs.
10. The result of the assessment will lead to one of three outcomes:
 - No changes are required. The current insurance is in the client's best interest. You can note CRM as such and schedule the next insurance review accordingly.
 - The policies could meet the client's evolving financial goals with modifications, such as increasing the premium, reducing the death benefit, paying off a policy loan, changing the ownership, etc. The review process will identify these situations.
 - The policy evaluation process unambiguously demonstrates that replacing the client's coverage will improve their financial position. In these cases, we will help you initiate the steps to apply for new coverage.

* Some carriers require the use of their proprietary forms.

There are numerous factors to consider when evaluating your client's life insurance coverage. For many people, their existing coverage meets their current needs. For others, a new policy will be in their best interests. Contact CBS Brokerage at (763) 450-1870 for more information and an evaluation of your specific situation.



Suggested Insurance Review Email

RE: Insurance Review

When a family or business purchases life insurance, they buy it to meet specific needs during a particular time. However, financial goals and risks change over time; therefore, reviewing current coverage in light of your evolving financial needs is critical.

My team and I stand ready to review your coverage considering your evolving financial risks and goals. Our process consists of assessing your current life insurance needs and determining what changes must be made to your existing coverage. If your insurance is in your best interest, we will affirm this. If not, we will provide advice and coaching to help bring your life insurance policies in line with your goals.

To that end, please find the attached **Policy Evaluation Questionnaire** to help us get started on the evaluation process. It's best to use a separate questionnaire for each policy.

Policy Evaluation Questionnaire

Advisor Information:

Name

Phone Number

Email Address

Client/Policy Information:

Trustee/Policy Owner(s)

Designated Beneficiary, if known

First Insured Name

Date of Birth

Second Insured Name, if applicable

Date of Birth

Policy Number

Carrier

Policy Date

State of Issue

Policy Type:

☐

Whole
Life

☐

Variable
Universal Life

☐

Fixed
Universal Life

☐

Indexed
Universal Life

☐

Term
Insurance

Original Purpose of Insurance:

☐

Estate Planning /
Wealth Transfer

☐

Income
Replacement

☐

Tax-Free
Retirement Income

☐

Business
Related

☐

Living Benefits
(LTC, Chronic Illness)

Has the insured's health changed unexpectedly since purchasing the above policy?

☐

Yes

☐

No

Additional Notes:



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CBS | BROKERAGE

Email: _____@_____

Relationship to Owner/Insured

Email Address



POLICY EVALUATION SAMPLE

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Phone: (763) 450-1870

POLICY EVALUATION FOR ROBERT GREEN

When you purchase a permanent life insurance policy, you buy a financial vehicle designed to last a lifetime. However, a family's financial goals and risks change over time; therefore, reviewing current coverage in light of your evolving financial needs is crucial.

The attached report provides you with information you can use to determine if your current insurance is still in your best interest or whether an update is warranted.

You are currently contributing \$32,680 per year for this insurance. This report assumes you do not make any future contributions.

Based on these assumptions, updating your coverage now could enhance your legacy by approximately \$2,300,000 when you are in your mid to late 80s, which increases your 'net to heirs' by about 25%.

CONSIDERATIONS

Life insurance is complex, and the decision to replace or exchange a policy can be even more involved than the initial decision to purchase it. You'll need to review your existing coverage to determine if it's still appropriate and the considerations that may come with replacement or exchange.

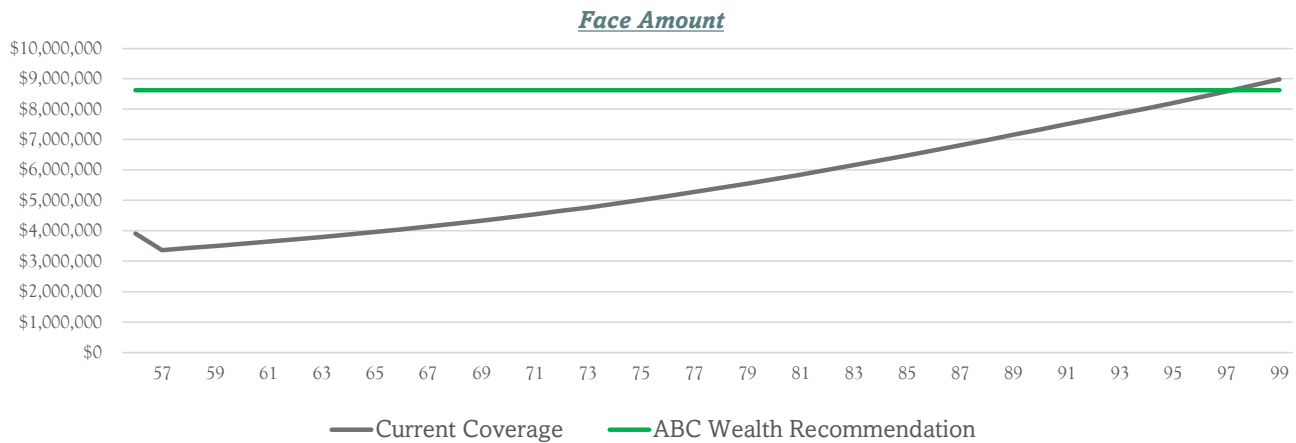
The new policy will likely have a new surrender charge schedule; therefore, policy replacements usually reduce the available cash value.

New insurance will entail a new incontestability period and suicide clause.

If you apply for a new policy, you will have to undergo fresh medical underwriting. For now, this report assumes you are in the 'standard plus' underwriting class. The life insurance underwriting process determines if your application will be approved, what underwriting class will be offered, and how much coverage is available.

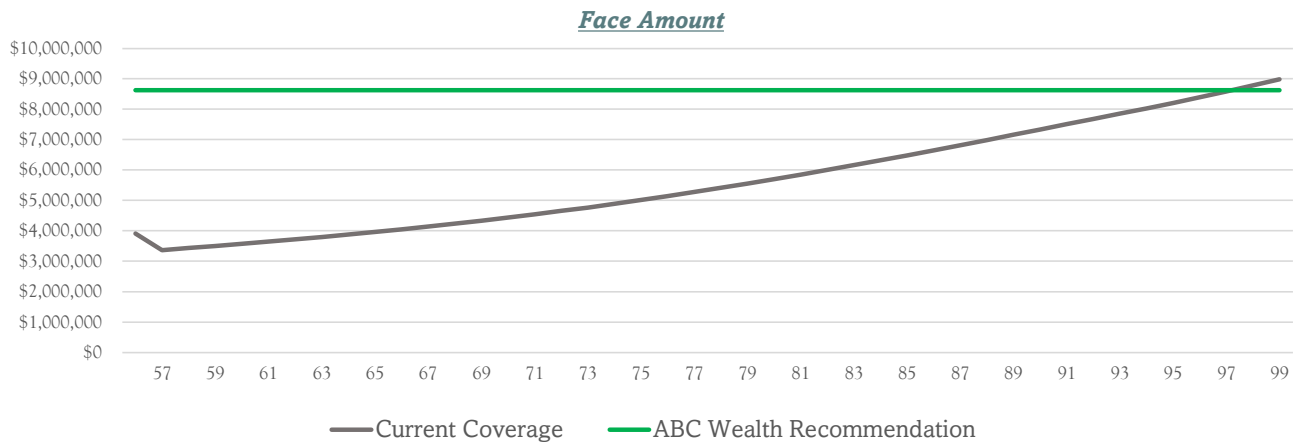
You should never replace coverage without a valid reason supported by analysis demonstrating how your financial position is improved.

POLICY EVALUATION FOR ROBERT GREEN



Year	Age	Current Coverage	ABC Wealth Recommendation	Net Improvement
2023	57	\$3,908,494	\$8,627,797	54.70%
2024	58	\$3,366,489	\$8,627,797	60.98%
2025	59	\$3,431,543	\$8,627,797	60.23%
2026	60	\$3,499,051	\$8,627,797	59.44%
2027	61	\$3,569,070	\$8,627,797	58.63%
2028	62	\$3,641,750	\$8,627,797	57.79%
2029	63	\$3,717,093	\$8,627,797	56.92%
2030	64	\$3,795,486	\$8,627,797	56.01%
2031	65	\$3,877,021	\$8,627,797	55.06%
2032	66	\$3,961,951	\$8,627,797	54.08%
2033	67	\$4,050,227	\$8,627,797	53.06%
2034	68	\$4,141,811	\$8,627,797	51.99%
2035	69	\$4,236,624	\$8,627,797	50.90%
2036	70	\$4,334,756	\$8,627,797	49.76%
2037	71	\$4,436,413	\$8,627,797	48.58%
2038	72	\$4,541,939	\$8,627,797	47.36%
2039	73	\$4,651,846	\$8,627,797	46.08%
2040	74	\$4,766,750	\$8,627,797	44.75%
2041	75	\$4,886,992	\$8,627,797	43.36%
2042	76	\$5,012,741	\$8,627,797	41.90%
2043	77	\$5,142,562	\$8,627,797	40.40%
2044	78	\$5,276,583	\$8,627,797	38.84%
2045	79	\$5,414,445	\$8,627,797	37.24%
2046	80	\$5,555,869	\$8,627,797	35.61%
2047	81	\$5,700,762	\$8,627,797	33.93%
2048	82	\$5,849,075	\$8,627,797	32.21%
2049	83	\$6,000,897	\$8,627,797	30.45%
2050	84	\$6,156,438	\$8,627,797	28.64%
** 2051	85	\$6,315,780	\$8,627,797	26.80% **
2052	86	\$6,478,212	\$8,627,797	24.91%

POLICY EVALUATION FOR ROBERT GREEN



Year	Age	Current Coverage	ABC Wealth Recommendation	Net Improvement
2053	87	\$6,643,899	\$8,627,797	22.99%
2054	88	\$6,812,408	\$8,627,797	21.04%
2055	89	\$6,983,232	\$8,627,797	19.06%
2056	90	\$7,155,790	\$8,627,797	17.06%
2057	91	\$7,329,525	\$8,627,797	15.05%
2058	92	\$7,503,961	\$8,627,797	13.03%
2059	93	\$7,678,671	\$8,627,797	11.00%
2060	94	\$7,853,224	\$8,627,797	8.98%
2061	95	\$8,027,893	\$8,627,797	6.95%
2062	96	\$8,203,375	\$8,627,797	4.92%
2063	97	\$8,392,053	\$8,627,797	2.73%
2064	98	\$8,585,070	\$8,627,797	0.50%
2065	99	\$8,782,526	\$8,627,797	-1.79%
2066	100	\$8,984,524	\$8,627,797	-4.13%