

LIFE INSURANCE INSIGHT UPDATE

April 2022 Edition

DID YOU KNOW?

Specific Solutions offers health questionnaires for various medical conditions and lifestyles to improve field underwriting. This allows Marketing Reps to provide you more accurate quotes up-front, reducing the chances of applications coming back with a less favorable rating and making conversations with your clients easier. Visit specificsolutions.com and look in the “Underwriting” tab or talk to your Marketing Rep!



FROM THE CHAIRMEN'S DESKS

Here we are at the end of the first quarter 2022. Time does fly! We want to thank you for your business. We truly appreciate your partnership! We had a very strong first quarter thanks to you.

We want to highlight some of our unique programs we offer that will help you not only bring up the life insurance discussion but also help your clients plan. Policy Review remains one of our strongest programs we have to offer and has helped thousands of clients ensure they have the right coverage to meet their needs. Policy Review in combination with App-Solution will help you manage your time so you can focus on growing your business.

“We pride ourselves on providing you with the best service possible in the industry!”

In these challenging times and with interest rates rising, fixed annuities are once again coming to the forefront as a viable fixed investment option for your clients. We have multiple annuity carriers with several products to help your clients meet their financial goals. Call one of our Marketing Reps for current available products and interest rates or visit our website for more information.

We look forward to helping you have a very successful 2022!

THOMAS LONG AND AMBER CRESS, CO-CHAIRMEN

CELEBRATING SUCCESS - PEACE OF MIND WITH ASSET-BASED LTC!

An agent recently came to us with a widowed 60-year-old female client who was extremely concerned about her kid's role in her future care, not wanting to be a burden to them. The agent asked questions about her specific goals and financial resources, then came to Specific Solutions to review some options. Based on the details provided, a proposal was created leveraging a \$100,000 single premium into over \$348,000 to use for long-term care needs with an inflation rider so the value of her LTC benefit would keep pace with rising costs. The coverage will provide six (6) years of care with an indemnity style payout – she will not be required to provide receipts! Planning for the likelihood of requiring care is important – talk to your Marketing Rep about your unique client needs today!



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The Life, Annuity, Long Term Care, & Disability Income Problem Solvers

MARKETING MINUTE – DISABILITY INSURANCE

Clients are thoughtful to protect their loved ones from loss through purchasing life insurance, however death is not the only risk. With many clients lacking emergency savings, any extended loss of income could be catastrophic both in a financial and emotional sense. And according to LIMRA in 2021, only 1 in 5 Americans consider themselves very knowledgeable about disability insurance.



The Marketing team at Specific Solutions will help you protect your clients by providing options to safeguard families against the inability to earn income due to disability. Help your clients avoid potential high fees and penalties for early qualified account distributions, or long-term damage to their credit score.

You don't have to be an expert on disability insurance to provide expert advice and guidance - schedule time to chat with your Specific Solutions Marketing team today!

Unique clients and agents each need Specific Solutions!



SERVICE WITH A SMILE

Working closely with our agents helps us better understand opportunities to smooth out application processing and provide clients with the coverage you recommended faster – and get you paid sooner!

For example, our Policy Review program is a great way to confirm clients' existing protection plans are working the way you both intend

in the face of historically low interest rates. However, if the second page of the review is not completed with your client's health history, it's difficult for us to provide an accurate quote. This can create a preventable misleading experience caused by quoting rate classes which could be unavailable to your client.

Please complete the health history page for Policy Reviews including name, dosage, and frequency of any current medications, as well as the age of onset for any diagnoses. This will allow us to provide you options to discuss confidently, leading to an improved experience for your clients and greater likelihood of enhancing current coverage.

Providing the information above when requesting quotes not related to Policy Review also helps to limit potential surprises in the underwriting process. Call your Marketing team with any questions!

Contact your Marketing Rep or Call (716) 632-7777 Today!



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ADDING VALUE – CLIENTS USING MARIJUANA

Underwriting tobacco cases has evolved significantly over time based on use, type of tobacco, and other factors. In a similar manner, the rapidly changing environment of marijuana will impact client ratings; some carriers have even taken a favorable view of recreational use. Depending on the client's overall health, adult use of recreational marijuana between 3-8 times per month may qualify clients for best rating class. Because this varies drastically by carrier, we recommend reaching out to your Marketing Rep and discussing your unique client situations to find the most appropriate carrier options.



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The knowledgeable team at Specific Solutions, Inc. have been helping agents protect valued clients and grow their business since 1963.

Our innovative Policy Review program provides clients peace of mind that the protection they count on will always be there for them through changing economies & stages of life.

Our exclusive App-Solution program gives agents time to reinvest in growing their business while accurately and efficiently walking clients through the application experience.

Contact your Marketing Rep and grow your business with Policy Review and App-Solution!

Contact Us

Specific Solutions, Inc.

475 International Drive

Williamsville, NY 14221

(716) 632-7777

Specificsolutions.com



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