

FIDUCIARY

46% of policies were set to lapse prior to life expectancy



THE SITUATION

THE FINDINGS

16%
were orphan policies

31%
would lapse before the desired
coverage duration

44%
fit the criteria for a possible life
settlement

46%
were set to lapse prior to their life
expectancy

51%
could potentially be enhanced with
lower cost products

53%
had 25% chance of outliving the
coverage

61%
had opportunity for modification,
adjustment or replacement

A well-respected law firm with a significant trust practice had no comprehensive process for policy review. An insurance agent introduced the Proformex solution to the firm as part of a larger value proposition to deliver better client care.



THE RESULTS

- Creation of trust and confidence in the client-fiduciary relationship
- Coverage solutions best suited to client's current needs and situation
- Client service centered around proactive policy management
- Ease in meeting fiduciary duties
- Market place differentiator