

45% of policies were set to lapse prior to life expectancy

CASE STUDY

Life Insurance Advisor

THE SITUATION

An advisor with more than 45 years in the business partnered with Proformex to ensure his clients' needs were met while creating opportunities within his existing block of business.

THE FINDINGS

77%
of policies have an opportunity for modification, adjustment or replacement

66%
of policies could potentially be enhanced with lower cost products

60%
have greater than 25% change of outliving the coverage

45%
of policies are set to lapse prior to their life expectancy

41%
of policies will lapse before the desired coverage duration

THE RESULT

- Proactive policy management solution put into place
- Creation of further trust and confidence between agent and client
- Insight into agent book of business gained
- Market place differentiator
- Increased sales opportunities

