

Proformex provides the technology that the life insurance industry desperately needs

CASE STUDY

LifeTrust3D



LifeTrust3D is the nation's premier life insurance policy monitoring, management and consulting firm. They successfully combined the experience and knowledge of a third generation, family-owned insurance firm, and the world's leading technology to provide a truly unique and value-packed solution for trustees, fiduciaries, grantors and beneficiaries when it comes to Trust-Owned Life Insurance and Annuities.

"We have combined our years of consulting experience with Proformex's technology to provide an industry-leading solution to our clients."

G. Tate Groome, CFP, CLU, AEP
Managing Partner, Life Trust3D

The Challenge



LifeTrust3D was created to provide exceptional inforce life insurance service and support to fiduciaries across the country. As their practice rapidly grew over time, monitoring and managing their clients' life insurance policies became extremely labor-intensive and increasingly difficult to administer. While they weren't immediately sure of a solution, one thing was clear. In order to continue scaling their business as they had been thus far, the folks at LifeTrust3D needed better tools and resources for inforce policy management.

The Solution



LifeTrust3D partnered with Proformex to provide proactive inforce life insurance policy management and fiduciary risk mitigation. This automated platform protects policies against lapsing, degradation and asset erosion. Proformex has enabled LifeTrust3D to securely store, manage and analyze all their clients' policies in one place, as well as standardize and automate their policy review process with less administrative cost and time spent on compiling client-ready reports. Through Proformex, all the complexities of life insurance policy management are simplified, and that simplicity translates into a better overall client experience.