

LIFE INSURANCE ADVISORS, INC.

HOW TO AVOID THE PREMATURE DEATH OF YOUR “PERMANENT” LIFE INSURANCE

Life Insurance Advisors, Inc.

- Fee-only services
- Monitoring existing life insurance
- Salvaging troubled policies

If you bought a large permanent life insurance policy within the last 20 years, it may not survive as long as you do. If you want this insurance to last for your lifetime, you had better have it reviewed.

Where should you turn for guidance about your existing life insurance - to a person whose income depends on commissions from product sales, who may have sold you one policy and wants to sell you another . . . or to a company that thrives on the quality of its advice?

When your financial success, retirement plans, and your family's future security are at stake, the choice is clear. Life Insurance Advisors, Inc., can sort through the confusion of insurance policy statements and independently test the credibility of future projections. Its objective advice will give you a clear assessment of your policy's performance, the risk that it won't last, and what you can do about it. Seek the advice of Life Insurance Advisors, Inc. - before it's too late.

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David N. Barkhausen

President

A Recognized Expert in Insurance and Estate Planning

David N. Barkhausen is uniquely qualified to lead a firm specializing in fee-only life insurance advice. An estate planning attorney, he later became a top agent for Northwestern Mutual Life, earning both CLU and ChFC designations in record time. As a licensed fee-only insurance advisor, he offers the insight of an experienced agent without the bias inherent in commission-based compensation.

Mr. Barkhausen has been a frequent speaker and author for the Chicago and American Bar Associations and the Illinois CPA Society. He also conducts comprehensive seminars on life insurance products and their application in estate and business planning situations. (Please visit www.lifeinsuranceadvisorsinc.com, where more than 40 of Mr. Barkhausen's articles and a description of [sample cases](#) appear. See especially our article, "How to Avoid the Premature Death of an Existing 'Permanent' Life Insurance Policy.")

REASONABLE FEES, AGREED IN ADVANCE

We will present a written fee agreement in advance of our work. Fees are based on time involved and the complexity and value of the project. See the description of our services and the cost for a basic preliminary review of an existing policy on our web site.

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WHY YOU NEED FEE-ONLY ADVICE ABOUT YOUR EXISTING “PERMANENT” LIFE INSURANCE

If you own “permanent” life insurance – a policy designed to last until your death – there is a good chance it will fall apart before you do. This is especially true for policies purchased since 1980. Just as likely, no one – not your agent and not your life insurance company – has told you this bad news.

Life insurance products are confusing. It takes an insider’s knowledge to sift through policy statements and projections to determine what they mean and whether they are reliable. You can get advice from a commissioned agent, but it is inevitably biased toward the products the agent sells.

Mistakes are costly – sometimes disastrously so. Consumers are pouring millions of dollars into life insurance premiums for “permanent” policies that will never pay a benefit. Estate and business plans funded by life insurance will unravel when these policies collapse.

If you understand these risks in time, you can do something about them. Life Insurance Advisors, Inc., can save you thousands – even millions – of dollars. In the process, we can help you make sure that your financial plans that depend on life insurance will work out as you expected.

WHEN IS “PERMANENT” LIFE INSURANCE NOT PERMANENT?

Life insurance policy options used to be simple. They involved a basic choice between term (temporary) or whole life (guaranteed permanent) coverage.

Over the last 20 years, the choices in “permanent” coverage have expanded and grown more confusing and risky. Most large policies now combine whole life and term insurance in various ways. Some of these policies are universal or variable life, which permit skipping premiums or investing cash value in stock mutual funds.

The premiums for these new “permanent” policies are much lower. They may be half as much as guaranteed whole life premiums. Therein lies the problem. Neither the premiums nor the death benefits are guaranteed. Lower interest rates, poor investment returns, and high policy charges have put these policies at risk. For insureds who live a long time, these “permanent” policies will collapse. You need to find out if yours is among them.

WHEN AN EXISTING INSURANCE POLICY SHOULD BE REVIEWED, LIFE INSURANCE ADVISORS WILL:

- Provide an objective review of the policy’s past performance and future projections
- Check the assumptions behind the company’s “in-force” illustration against the standards of one or more leading companies
- Analyze whether current premium payments will sustain the policy over the insured’s life span
- Determine the amounts by which premiums may need to be increased or death benefits reduced to conserve an existing policy
- Review the financial strength of the existing insurer
- Even where possible policy failure is not an issue, suggest whether the policy’s rate of return is competitive with available alternatives
- Recommend action to take on the policy... whether to continue it, modify it, replace it, surrender it, or sell it. In cases of replacement, we will minimize commissions and other costs incurred in a policy exchange.