

POLICY REVIEW QUICK GUIDE

Our simple Life Policy Review approach can help ensure clients have the right amount and type of life insurance. Just follow these simple steps:

1 Start the Policy Review Process



- ▶ Let **LifeInsight®** help, providing quick access to real time policy performance data, client reporting, and inforce illustrations.
- ▶ Identify clients who are likely to have in-force life insurance policies or simply ask if they own life insurance.
- ▶ Reach out to your Prudential Life Wholesaling Team to assist you with client identification or any questions you may have about the review process.
- ▶ Schedule an appointment with the client and/or collect a copy of the client's most recent policy statement and in-force illustration, if possible.
- ▶ Refer to step 2 for thought-provoking questions and statements.
- ▶ Fax or Email the in-force statement and/or in-force illustration and the "Life Policy Review" form to your Life Wholesaling Team.
- ▶ Prudential will work with you to evaluate the information and make recommendations to help you meet the clients' protection needs.

2 Ask Thought-Provoking Questions:



A few key questions will get the client thinking about whether his or her current coverage still meets his or her needs.

- ▶ Do you have any life insurance coverage beyond what your employer offers?
- ▶ Do you know what type of policy you have?
- ▶ When was the last time your life insurance was professionally reviewed to make sure it was doing what you intended it to do?
- ▶ Have you experienced any life events/changes recently (marriage, birth of a child, divorce, etc.)?
- ▶ Does your policy reflect your current protection needs and financial goals?
- ▶ Have you considered how your life insurance protection needs will change as you prepare for retirement?

A policy review discussion can also be initiated by transitioning from other topics. Here are some statements that may help transition the discussion:

- ▶ Now that we've reviewed your accumulation plans, let's shift our focus to your protection plans. A quick review of your life insurance can let you know if you still have the right coverage type and amount to cover your loved ones.
- ▶ The interest rate environment as well as market fluctuations may have a significant impact on the value of some life insurance policies. Let's do a review to make sure your policy is performing up to expectation.
- ▶ We should conduct a policy review to make sure your beneficiary information is up to date given your recent life events.
- ▶ Now that we've taken care of the part of your plans that can help you build your assets, let's take a look at what we can do to help protect those assets.

3 Schedule the Follow-Up Appointment



- ▶ Work with your Prudential Life Wholesaling Team to position a recommendation if changes are needed based on a thorough policy review and analysis.
- ▶ Go over your recommendations with the client.
- ▶ Complete application/paperwork, if required.

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