

Life Settlements

Executive Brief for Financial Advisors

The secondary market for life insurance is reshaping the landscape within the entire financial services industry. This rapidly growing market imposes new duties on financial advisors. Life insurance policies now have a fair market value. A look at the implications.

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Redefining Insurance.™

A Free Market for Life Insurance

Do your clients know the fair market value of their life insurance policies? In a recent case, a 77-year-old man had a \$3.9 million policy that was not performing up to expectations.

His advisor recommended that the policy be appraised. Coventry First determined that the market value of his policy was \$740,000, four times its cash surrender value. The client decided to sell the policy and use the proceeds to fund new, more cost-efficient insurance. The new policy had a face value of \$4.4 million and significantly lower ongoing premiums.

Such life settlement cases are an everyday occurrence now that the secondary market for life insurance policies has transformed the financial planning landscape for high net worth individuals.

Life insurance provides financial solutions to meet various needs of businesses and families. Over time, however, needs change. Loans are repaid; key executives retire; estates become smaller; businesses are sold; estate taxes are reduced — or better yet, no longer exist. Or, perhaps with interest rates down, the policy may just be too expensive. According to Milliman and Robertson, a leading actuarial consulting firm, 89.5% of all universal life policies never result in a death claim.

In other words, the policies are surrendered or permitted to lapse. A surrender or lapse is, essentially, a sale of the policy back to the insurance company for the cash value. But, if the insured's health has declined, the insured is no longer insurable in the same rate class; in that case the policy may be worth considerably more than the surrender value.

Until several years ago, these individuals were facing a monopsony, a market situation in which a seller can only sell to one buyer. Imagine if a homeowner, after living in the home for many years, was told that instead of being permitted to sell the home to any willing buyer, he or she could only sell it back to the original builder at the price determined by the builder.

Clearly, no one would tolerate such a situation for homeowners, but it has existed for life insurance policyowners. For many years, policyowners have had only one buyer for their policies — the life insurers. The advent of a secondary market has lessened the monopsony power of life insurers and created a free market for policyowners to value their insurance.

New Options. New Responsibilities.

A recent article entitled, *The Benefits of a Secondary Market for Life Insurance Policies*, published by the American Bar Association (*Real Property, Probate & Trust Journal*), concludes that the secondary market for life insurance is both pro-competitive and pro-consumer. By allowing companies to compete for underperforming or unneeded policies, the secondary market has generated greater consumer choice and favorable valuations for consumers.

Before the advent of the secondary market, life insurance policies could not readily be sold, and it would have made little sense to speak of a policy's fair market value. By its very existence, this new and growing secondary market for life insurance bestows on every policy a fair market value like the owner's other financial assets. A robust secondary market changes what financial advisors must know and do to help their clients make the most of their policies. The possibility that a client's insurance policy will have a market value well above its surrender value has at least three major consequences:

- When estate planners inventory the market value of a client's assets, they'll need to know the fair market value not only of stocks, bonds, and real estate, but of life insurance policies as well.
- In estimating death taxes, advisors need to consider whether the Internal Revenue Service will value any life insurance policies on others' lives at their fair market value.

- In advising clients how to exit from an unwanted insurance policy, planners need to consider whether a life settlement at fair market value is the most suitable choice.

In short, the professional or fiduciary obligations of financial advisors now include the need to treat life insurance policies as a fully evolved property on par with the client's other financial assets. In many cases that means a bank or trust company serving as a trustee must consider a life settlement.

Ideal Candidates

High net worth clients age 65 and over with:

- A life insurance policy with a face amount of at least \$250,000.
- A change in insurability since the policy was issued.
- Life expectancy of 15 years or less.

A study published by Conning and Company, an insurance investment and research firm, found that more than 20% of the policies on insureds age 65 and over have a fair market value in excess of their cash surrender value.

A life settlement can be a good option for a variety of reasons. The client may have outlived the risk insured against; the spouse has passed away; the business partnership has dissolved; or a key employee has retired after a long career:

In other cases, investment projections may have proven unduly optimistic in the current low-interest environment. So-called "vanishing" premiums have not vanished, and the financial plan built around the policy is not being met. In any such case, the owner may want out of his policy, either to move the value into another asset or to buy a more efficient insurance policy.

Transaction Process

The life settlement process begins with LifegainSM, Coventry First's sophisticated valuation system that determines the market value of a life insurance policy. Here is how the process works:

- A completed Lifegain questionnaire and authorization is submitted to Coventry First along with carrier illustrations and the insured's medical records for the last five years.
- Coventry First values the policy to determine if an offer can be made.
- Coventry First relays the offer to the advisor.
- Once an offer is accepted, Coventry First issues closing documents.
- After receiving the executed closing documents, change of ownership and beneficiary forms are sent to the life insurance company.
- Upon confirmation of the change forms being processed, funds are released to the policyowner.

The Market Potential: Huge

The secondary market's basic premise — the consumer's right to sell underperforming or unneeded life insurance assets — has been validated by its spectacular growth, which is expected to exceed \$45 billion by 2007. The amount of life insurance where market value exceeds surrender value currently totals more than \$100 billion.

Due Diligence

Because the policyowner receives cash and has no ongoing financial commitment to pay premiums, it might seem that the only relevant feature of the transaction is the amount. But there are other aspects that a financial advisor will want to consider:

There is the question of institutional capital. Not only does institutional backing provide a secure funding source, it also provides the highest degree of consumer protection with regard to privacy and confidentiality. At no point should a

Policy: **Universal Life**

Insured: **Male, age 66**

Face Amount: **\$15,000,000**

Cash Value: **\$900,000**

Coventry First purchased policy for \$2,000,000

The CEO of a Fortune 500 company was retiring due to declining health. As part of the retirement plan, he was given the choice of keeping his policy or taking its \$900,000 in cash value. Upon consulting with his attorney and accountant, he was advised that he should have survivorship insurance for estate planning purposes.

With the help of his financial advisor, the client received \$2 million through a Coventry First life settlement. He deposited \$1 million into a 10-year annuity which financed a \$5 million survivorship policy. The remaining \$1 million became an additional retirement benefit for the client. The advisor earned compensation for the life settlement, the annuity and the new life insurance.

Policy: **Term**

Insured: **Male, age 65**

Face Amount: **\$3,000,000**

Cash Value: **\$0**

Coventry First purchased policy for \$930,000

In this case, the client had a \$3 million term insurance policy that had been taken out several years earlier to cover a business loan for his company. Due to a change in his health, the business was sold and the loan was subsequently repaid. There was no longer a need for the term policy.

The client met with his advisor who suggested a Coventry First life settlement. Rather than letting the policy lapse and receiving nothing, he received \$930,000. The advisor received compensation for the life settlement and a commission on the \$3 million term conversion.

client's policy, or the personal information associated with it, ever be in the hands of an individual investor:

Security is also important. It is critical that the funding company places the settlement funds in an escrow account to assure they are available *before* the policyowner approves the transfer of the policy. (In ascertaining that institutional funds are being used, the financial advisor should not mistake an institutional escrow agent for an institutional source of funds.)

Tax Implications

The sale of a life insurance policy may be a taxable event. Tax experts disagree on the details of taxation, but there is a general consensus that if the cash surrender value of the policy exceeds the premiums paid on it, the life settlement proceeds will be taxed as follows:

- The portion up to the policyowner's investment in the contract will be received tax-free.
- The portion exceeding the investment in the contract, but not exceeding the cash surrender value, will be taxed as ordinary income.
- The portion exceeding the cash surrender value will be a gain which, in some circumstances, may be a capital gain.

Where the cash surrender value of the policy is less than the investment in the contract, the IRS may take the position that only the cash surrender value represents a tax-free return of basis — and everything else is gain on the sale of the asset. This stance is not universally accepted, so professional advice on any particular fact situation is in order:

About Coventry First

Coventry First created the secondary market for life insurance and pioneered the resulting life settlement industry. Fueled by bold ideas, a deep understanding of life insurance, and impeccable ethical standards, Coventry First continues to lead the market by opening new opportunities for consumers and the financial professionals who serve them. In the past two years alone, our efforts have enabled consumers to receive more than \$240 million over cash surrender value for their underperforming life insurance.

In this way, we are changing the way people think about life insurance. We are making it more powerful, more flexible and more valuable. Simply stated, we are redefining insurance. And it will never be the same.

Next Steps

To learn more about the benefits and responsibilities of life settlements, as well as the secondary market for life insurance, call 877-836-8300 or visit coventryfirst.com.

This brochure is not intended for consumers.



Redefining Insurance.™