**Client – Call Script:**

Mr/Mrs \_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_ (your insurance agent, calling on behalf of your insurance agent), is now a good time?

I’m calling to follow up on the life insurance policy we placed with you a few years back.

Has your need for life insurance changed, increased or decreased, since that time?

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How about the premium you are paying, has that become a burden or is it still affordable?

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**Term:**

We do want to make sure you know your term policy does expire on \_\_\_\_\_\_\_\_\_\_. At that time the options will be to convert the term policy to a higher premium permanent product if possible, or apply for a new life insurance policy.

**Permanent Product:**

We do want to make sure you are aware of the life settlement option, where an investment fund will pay you a cash lump sum, often a significant amount, for all or a portion of your life insurance policy.

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Let me ask you, has your health changed since we placed your current policy?

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**No (still healthy):** I talk to a lot of people, you sound healthy. With your policy ending in \_\_\_\_ years, what I recommend is reviewing quotes for a new term policy now that would let us lock in a new longer term at a rating that reflects your current health and current age. Premiums increase the older you are and product availability can become limited.

Do you have time to review some quotes now, or would you like me to send you some quotes and call back another time?

**Yes (health is worse):** We can certainly apply for a new policy, however with it being unlikely you will qualify for a new policy due to health, converting your term policy may be the only option. What I recommend is reviewing conversion options now at your current age. Often we find that converting part of a term policy, and keeping the remaining term is a good option. For example, you could convert $100k of a $250k term policy to a permanent product and keep the remaining $150k as a term. By converting part of the policy now it results in a lower premium than if you wait, and the remaining term policy can be converted at any time prior to the conversion deadline. Does that make sense?

We will have to request conversion illustrations from the carrier, when is a good time later this week or next week for me to call you back?

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Also, something to consider is if you want to decrease your policy death benefit, or the conversion premium is too much, there is a life settlement option, where an investment fund will pay you a lump sum for all or a portion of your life insurance policy. Would receiving a cash lump sum, sometimes a large lump sum, for some or all of your life insurance policy be of interest to you?

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What is your email so I can email you quotes and my contact information to review before our call if you get a chance.

The life settlement option requires careful consideration. There is no commitment to pursue a life settlement offer, that is the amount an investment fund could pay for your life insurance policy. We encourage awareness of this option, as it provides value opposed to just letting a policy lapse. There is a quick application needed to begin the process, would you like to start now?