SOLUTION SNAPSHOT
GENERATIONAL WEALTH TRANSFER

What can be achieved...

- Gen 1 Genders & Ages: Male1, Age 48; Male2, Age 44
- Gen 2 Genders & Ages: Male3, Age 24; Male4, Age 22
- Goal: Implemented cross-purchase term life insurance coverage for buy/sell purposes. Male1 was uninsurable, so there was a need to convert his existing term policies to permanent coverage within the conversion window.
- Business Ownership:

  Male1 51%; Male2 19%;

  Male3 15%; Male4 15%
- Wrote $6M of converted coverage and $9M of new coverage

OPPORTUNITY

...with the right tools...

- Optimal age range of 40-75
- Gifting of family business ownership interest to future generations
- Family estate planning drives gift of shares to second generation
- Funding a new buy/sell agreement
- No corporate coverage in place with multiple owners
- Changes to key people or the buy/sell agreement
- Increased value of the company
- Any change in shareholders or business owners
- Existing term coverage on an unhealthy business owner who has a permanent need for coverage

IDENTIFIERS

...and the right team.

- Determine if any of your clients have an insurance need, based on the Identifiers outlined
- If you identify a potential opportunity to help your clients reach their goals, contact us to review the options

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NEXT STEPS