



The CLOSING CONCEPT

Advanced Guidance for Complex Sales Strategies

New Year, New Policy Review

Reset, Review, Renew. Seize the January window to optimize client portfolios.

Conducting annual policy reviews is crucial to ensuring the long-term health of life insurance policies for your clients. It's a straightforward effort that can identify small issues before they become big issues and allow you an opportunity to determine if their existing coverage is still meeting their current needs and financial goals.



The Client's Problem:

A 69-year-old client was holding a 17-year-old Current Assumption Universal Life (CAUL) policy with a \$29 million death benefit and \$22 million of cash value. These older products are notorious for becoming "ticking time bombs" as interest rates fluctuate. Despite the scale of the policy, the previous advisor hadn't performed a review in over four years, an oversight that left one of the client's most significant assets underperforming and structurally unsound.



The Opportunity: Multi-Million-Dollar Pivot

In this specific scenario, the advisor saw more than just a "policy correction," they identified a multi-million-dollar pivot. By identifying that the current advisor hadn't reviewed a \$22 million asset in four years is a **massive opportunity for a new advisor**. The advisor positioned themselves as the lead consultant for the client's entire estate.

They recommended changing the ownership from the insured to an irrevocable life insurance trust with SLAT provisions. More importantly though, they were able to take an underperforming policy with \$22 million of cash value and turned it into a high-performance asset by using a tax-free 1035 exchange to move the existing cash value over to a Professional Advantage Indexed Universal Life policy.



Solution: Engineering a High-Performance Pivot

The client demanded two things that usually compete: robust protection and liquid accessibility. We utilized a low-cost, high-efficiency life insurance product engineered specifically for this level of wealth. This wasn't just a policy replacement; it was a structural upgrade.

The Result: We turned a stagnant asset into a liquid powerhouse, proving that the right life insurance policy is the most versatile tool in a high-net-worth portfolio.

- **Maximizing the Legacy (Death Benefit):** The primary goal was to strengthen the "safety net" for his heirs. By moving from an inefficient, outdated chassis to a modern IUL, we were able to significantly increase the \$29 million death benefit to **\$40 million** without requiring the client to write a massive new check.
- **The "Living Benefit" of Future Performance:** With **\$22 million in current cash surrender value**, the client needed an insurance solution that could deliver not only liquidity but also the possibility of substantial future gains. The IUL structure offers upside potential tied to market performance, while preserving tax-advantaged access through policy loans — creating a flexible asset that their current policy struggled to match.

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Why Mutual of Omaha?

In a case of this magnitude, the product's internal architecture is the difference between a "good" solution and a "great" one. The reason this \$40 million outcome was achievable where others failed comes down to one thing:

The power of a low-cost, high-efficiency structure — United of Omaha's Professional Advantage Indexed Universal Life.

For a 69-year-old client with a \$29 million policy at stake, "good" isn't enough — they need performance. Our century-long track record of strength gave the client the confidence to move their legacy to us. We don't just look at the numbers; we understand the "why" behind high-net-worth cases. When you use United of Omaha's Professional Advantage IUL, you aren't just selling a policy, you are providing your client with a policy built to perform by a company that treats their customers fairly.



Producer Pro-Tip:

When reaching out to clients, try framing the "New Year, New Policy Review" concept as a "Coverage Health Check." Just as people set fitness goals in January, they should also ensure their financial "safety net" is in peak condition. Try asking your clients: *"When was the last time your policy was stress-tested against today's interest rates?"*

To learn more about this concept contact your Mutual of Omaha Sales Director.

Contact your dedicated Mutual of Omaha Sales Support Team for any pre-sale inquiries.

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