

Policy Review Toolkit



This January and February 2026, we're launching a seven-week initiative designed to help you, as a financial professional, evaluate existing life insurance policies to ensure they continue to align with your clients' current goals, needs, and financial situations. Throughout this program, we'll provide the tools, resources, and guidance you need to identify coverage gaps, uncover new opportunities, and deliver well-informed recommendations.

WEEK 1: Annual Policy Review Best Practices				
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Review this short educational piece on why every client needs an Annual Life Insurance Checkup.	A life check-up provides an opportunity for the licensed professional to discuss future life insurance needs with their clients. Review this helpful guide.	Life changes that should trigger a coverage review.	Review these nine tips to help prevent making beneficiary designation mistakes.	Schedule next year's review proactively. Review our annual policy review workbook .
WEEK 2: Evolving Client Needs = Evolving Solutions				
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
A client approaching retirement realizes their existing term policy is about to expire; they still want protection for a surviving spouse and liquidity for the estate. Retirement & Life Insurance: What Changes at Age 60+?	A divorcing couple with joint policies and outdated beneficiary designations. Life Insurance Checklist for Newly Single Clients.	Business owner selling to a partner; existing key-person policies no longer aligned with the new structure. Life insurance in business transitions: What advisors must review.	Clients having their second child: the original coverage amount purchased years earlier is now inadequate. There is a coverage gap new parents often miss. Review the life changes that should trigger a coverage review.	Client's net worth increased significantly due to inheritance or business growth. Life insurance strategies for high-net-worth clients.

WEEK 3: In-Force Review Focus with NIC

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
What is NIC?				

WEEK 4: Multigeneration Planning + Policy Reviews

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<p>Regular reviews help ensure gifting is intentional, tax-efficient, and aligned with long-term goals.</p> <p>Gifting Strategies</p>	<p>Effective strategies for wealth transfer.</p> <p>What strategy to use and when?</p>	<p>Trusts are not “set it and forget it” tools. Annual reviews help ensure they continue to function as needed.</p> <p>Trust Planning</p>	<p>Rather than a single large policy, annual planning allows for incremental coverage that aligns with gifting limits, changing estate size, and evolving legacy goals.</p> <p>Layering Policies</p>	<p>Gifting, trust planning, and generational policy strategies work best when they evolve over time.</p> <p>Why annual reviews matter</p>

WEEK 5: Conversions & Term Review

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<p>Reasons to review term life insurance policies.</p> <p>Review here.</p>	<p>See a VUL conversion to Whole Life Insurance feature with one of our carriers.</p> <p>See case study here.</p> <p>FAQ's</p>	<p>Policy conversion for your business owner clients.</p> <p>Hypothetical case study here.</p>	<p>Once a term policy expires or a conversion window closes, options NARROW significantly.</p>	<p>Do you know what the conversion guidelines are for your client’s term policies? See here for current policies written or contact your AIMCOR office for guidance.</p>

WEEK 6: Underperformance & Repositioning

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<p>Policy reviews are not about replacing policies – they are about protecting outcomes.</p> <p>How to spot red flags during a policy review.</p>	<p>Is the term policy nearing expiration or conversion deadlines?</p> <p>Review here.</p>	<p>Request for an in-force illustration.</p> <p>Policy illustrations no longer align with the original projections or reflect rising insurance costs?</p>	<p>What is the best path? Keep, Supplement, or Replace?</p> <p>Ownership or beneficiary change? Changes in health?</p> <p>Is replacement in the client’s best interest?</p>	<p>Are premiums required beyond the original funding plan?</p>

WEEK 7: Preparing for the Policy Review Conversation

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<p>Understanding life insurance helps you engage in meaningful conversations with your clients about risk, protection, and long-term financial well-being.</p> <p>Read the Stories Behind the Numbers: Life Insurance</p>	<p>Life insurance carriers can play a meaningful role in helping your clients understand and manage volatility within their life insurance policies.</p> <p>Download Managing Sequence of Return Risk in Retirement</p>	<p>Case Study: The Closing Concept – Advanced Guidance for Complex Sales Strategies.</p> <p>Review case study here.</p>	<p>Annuities also need a performance review. Here are some guidelines to look out for when reviewing your client’s annuity.</p>	<p>FINAL Policy Review Toolkit available here.</p>

Throughout the policy review process, [AIMCOR Group](#) will offer the support you need. Whether you’re looking for help educating your client or you’d like to understand more yourself, we’ll be as involved as you’d like. If you are not sure who to contact, click the link above to reach our team, who can direct you to one of our AIMCOR offices and provide the support you need as opportunities arise!

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