

## Don't Make Changes to Your Life Insurance Policy Without First Getting it Appraised

Your life insurance is an asset that you own, it belongs to you, and it's your property. It is your right to sell it if you no longer need the coverage, it has become unaffordable, or if you just need cash now. Don't settle for what the insurance carrier is willing to give you if you don't have to. Most important decisions in life require getting a second opinion. Making decisions about your life insurance is no different. If you're contemplating any kind of change in your life insurance, then be sure to get it appraised.

Get a secondary opinion of what the true appraised value of your life insurance policy would be if you decided to sell it. If you were selling your house you would get it appraised, put it on the market, and then let buyers compete for the privilege to be the new owner. The same is true with your car or any other asset that you own. Appraise, negotiate, & sell to the highest bidder. When it comes to selling your life insurance, that process is called a life settlement.

A life settlement is the sale of an existing life insurance policy for an amount greater than the cash surrender value and less than the death benefit. An institutional buyer purchases the policy from you, pays a lump sum, and then becomes the new owner and beneficiary of the policy. This transaction eliminates your future premium payments and gives you liquidity now to address other needs in your financial circumstances and retirement plans.

## "Why I Sold My Life Insurance"



**Received \$140K to fulfill my giving goals.**

**I could no longer afford costly premiums.**

**I purchased a \$750K retirement annuity.**

**I needed to fund caregiving needs.**

**We wanted more than the cash surrender value.**

A 74-year-old male owned a \$1,500,000 term policy that was approaching the conversion period. He didn't need the coverage any longer and was going to lapse the policy, receiving \$0.

**Instead he was able to sell his policy and receive a lump sum payment of \$450,000.**



Male, Age 74



Cash Surrender Value = \$0



\$1.5M Convertible Term



Life Settlement Value = \$450K

# Life Settlement Process

1

## Screening

**Estimate of Value. Discuss Timeframes. Reason for Engagement.**

We provide an informal appraisal of the potential fair market value of the policy by analyzing basic medical and policy information, completing financial modeling, and applying a range of longevity assumptions. This helps determine if this range of value meets the policy owner's expectation level.

2

## Underwriting

**No Medical Exam Required**

A thorough review of medical records by in-house longevity experts, and complex data modeling by certified valuation specialists prepare and position the policy for market negotiations.

3

## Price Discovery and Negotiations

Using vast life insurance knowledge, expert negotiation skills, and long-term relationships with top regulated institutional funds, the policy auction platform is leveraged to create competition and uncover the fair market value.

4

## Contracting

Similar to a real estate transaction or any asset sale, due diligence is performed, and state-approved contracts are signed in preparation for the change of ownership to the regulated institutional buyer and release of funds to the policy seller. Escrow agents and consumer disclosures are a standard practice in the transaction process.

5

## Stellar Results

The settlement proceeds are delivered to the seller to use in any way they wish. Whether the funds are used to optimize retirement options, pay for medical bills or long-term care, generate liquidity for a business, or alleviate cash-flow problems, the result is financial independence and relief of financial pressure on families.

Ashar Group as a licensed life settlement broker that acts as a fiduciary to protect the best interests of policy owners in the life settlement process by creating a competitive auction to deliver the best value to the seller. Ashar is an independent seller's representative and does not sell life insurance, manage assets, or purchase policies.

**Our secure proprietary policy auction platform forces competition among the nation's top institutional life settlement buyers – resulting in multiple bids and ultimately the highest possible offer to the policy owner.**

We've developed a price discovery process that is grounded in a data-driven and compliance-centric approach. By focusing on best practices, we identify all the information a policy owner needs to make an informed decision and choose the right path – keep, surrender, or sell.