

# WHO'S MANAGING YOUR POLICY?

“The only person tasked with monitoring a policy is often the policy owner who, most of the time, is completely unequipped to fill this role.”  
*(Life Insurance 10X – Ch. 11)*

### NO ACTIVE MANAGEMENT

*POLICYOWNER SOLELY RESPONSIBLE FOR THEIR POLICY'S PERFORMANCE*

**Advantages:**

- + No one benefits from an unmanaged insurance asset

**Disadvantages:**

- Unknown policy performance and status
- Missed premium payment, possibly causing a lower death benefit amount
- Changes to riders, policy features or guarantees potentially affecting the length of coverage
- Unexpected termination of your coverage, putting you and your beneficiaries at financial risk
- Missed conversion deadlines on term policies, requiring new proof of insurability
- The cost of these undiscovered policy issues are often greater than the annual fee for active policy management

KEY FEATURES	
Peace of mind	✎
Maximize the value of your policy	★
Your convenience	★

### INSURANCE COMPANY

**Advantages:**

- + Online access to policy information and service forms
- + Some insurance companies offer online Annual Statements, billing notices and lapse notices
- + Some insurance companies offer a one-time policy review or self-service tools online

**Disadvantages:**

- Some carriers may not provide premium reminders or late notices which could lead to missed premiums and negative policy performance
- Some carriers may not send lapse notices that your policy is about to terminate
- Insurance companies that may offer a one-time review, generally provide this for policy replacement purposes to grow their book of business, therefore no analysis or other recommendations are provided
- The owner would need to self-interpret in-force life insurance documents
- In-force illustrations are not always accurate
- The cost of these undiscovered policy issues are often greater than the annual fee for active policy management

KEY FEATURES	
Peace of mind	★★
Maximize the value of your policy	★
Your convenience	★★

### TRUSTEE MANAGED

**Advantages:**

- + Policy monitored
- + Knowledge of the purpose of coverage
- + Additional resource for questions and service support

**Disadvantages:**

- The primary focus may be managing the trust rather than the insurance policy
- Less knowledge of insurance industry, carriers and products than specialists
- Extensive time spent requesting and analyzing in-force documents from the insurance company
- More difficult to analyze the in-force information provided by the insurance company
- The cost of these undiscovered policy issues are often greater than the annual fee for active policy management

KEY FEATURES	
Peace of mind	★★★★
Maximize the value of your policy	★★
Your convenience	★★

### VALMARK POLICY MANAGEMENT COMPANY

*THROUGH AN EXCLUSIVE PARTNERSHIP WITH YOUR INSURANCE ADVISOR*

**Advantages:**

- + Analyzes policy performance to provide an annual Policy Review Report with recommendations to resolve errors or improve the coverage
- + Prevents missed premium payments by sending reminders
- + Remediates policies that are projected to terminate earlier than planned
- + Monitors insurance company strength and stability ratings and how it may affect your policy
- + Tracks term policy conversion deadlines and options
- + Monitors policies to ensure they are performing as originally designed
- + Works in partnership with your insurance advisor regarding your policy and supports the implementation of recommendations

**Next Steps:**

Speak with your agent to discuss costs for ongoing services to ensure your in-force policies stay on track

KEY FEATURES	
Peace of mind	★★★★★
Maximize the value of your policy	★★★★★
Your convenience	★★★★★