

LIFE ALLIANCE with Living Benefits

Alliance Marketing Group LC, is an independent contractor representing GPM Life



MORTGAGE PROTECTION

The GPM Life Way

Mortgage protection is a common need among homeowners. However, traditional term mortgage life insurance policies end as soon as the loan is paid in full. But what happens if needs have changed over the loan period?

- ▶ Other insurance needs
- ▶ A change in the health of the insured
- ▶ Another home loan

A Comparison of Life Alliance **UL with DMR to Mortgage Term Insurance**

Life Alliance **UL with DMR**

- Mortgage protection for the life of the mortgage loan ¹
- Insurance protection for the life of the insured ¹
- Permanent protection
- Cash value accumulation
- Flexible options for life

Mortgage Term Insurance

- Mortgage protection for the life of the mortgage loan
- Insurance protection for the life of the mortgage loan
- Premiums may be lower

¹Assumes no changes like discovery of materially inaccurate information on the application; suicide; decrease in interest rates; increase in policy fees, premium loads or mortality costs (Cost of Insurance); or withdrawals. Premiums may have to be increased to maintain the policy if the changes in interest rates, Cost of Insurance, or withdrawals occur.

MAKING THE SALE ▶ 3 STRATEGIES FOR YOU²

- The prospect can not afford the premium on the 30-year Term product you have presented. Offer the Life Alliance UL with DMR! (*\$400,000 mortgage over 30 years at 4% interest rate*)

		Alliance 30 yr TERM	Life Alliance UL with DMR	Target Premium
MALE age 40	Standard Plus NT	\$113.00	\$94.78	\$110.17
	Standard Express NT	\$220.10	\$127.02	\$139.00
FEMALE age 45	Standard Plus NT	\$111.95	\$108.71	\$120.08
	Standard Express NT	\$263.85	\$138.35	\$144.54

Illustration Tips

Run at a \$50,000 UL base, with the balance of coverage in the DMR (enter the full mortgage amount in the "Mortgage Loan Amount" on the Decreasing Mortgage tab). In the "Solve" tab, Solve for Premium, Specify Face and set the Policy Solve Targets to Year 30 and Value 1000. In the "Premium" tab, make sure to set the Payment Period for Policy Year 30.

- The prospect would like to see a product that can return the premiums that they pay into the policy. The Life Alliance UL with DMR can be set up to do this on a current basis! (*\$400,000 mortgage over 30 years at 4% interest rate*)

		Premium	Premium Paid Through 30 years	Current Account Value at 30th Year
MALE age 40	Standard Plus NT	\$208.52	\$75,067	\$75,071
	Standard Express NT	\$267.45	\$96,282	\$96,286
FEMALE age 50	Standard Plus NT	\$292.28	\$105,221	\$105,221
	Standard Express NT	\$380.04	\$136,814	\$136,818

Illustration Tips

On the "Solve" tab, Project Cash Values. Start out the UL Base at one-half of the mortgage amount. The remaining mortgage coverage will come from the DMR. Under the "Premium" tab, choose CV Equals Total Premium - 30 Years, as your Solve Option. Set the Payment Period for Policy Year 30.

- The prospect is over age 50 and just bought a new house. Did you know that according to the National Association of Realtors®, over 40% of new home-buyers are over age 50? But they can't buy a 30 year term product. **They are eligible for any of the examples shown above!**

² Assumptions are based on current values and are not guaranteed. See footnote 1 for qualifications. Refer to policy for details. A full illustration should be shown to the client.