

# PERFORMANCE EVALUATION



## WHAT IS PERFORMANCE EVALUATION?

Performance Evaluation (PE) is a process dedicated to reviewing existing, permanent life insurance policies. Permanent life insurance policies generally have a hypothetical assumption (dividend, interest rate, subaccount return) that must be achieved for the policy to meet objectives. After nearly three decades of declining interest rates, along with market volatility, many policies are in jeopardy of underperformance, possibly to the point of prematurely lapsing. PE provides insights into your policy's performance with guidance on how to remedy any uncovered issues.

### Readdress Your Need for Insurance

Over time, your need for insurance may have changed. Our team of experts will help you determine the extent of your need for coverage and the appropriate amount and type for your family.

### Establish Confidence in Your Plan

Your policy may be on a great path and the PE process may confirm just that. PE can provide the peace of mind in knowing that your premium dollars will provide your family with the benefit you expect. If your policy is underperforming, options will be presented on how best to address the issues to accomplish your goals and objectives.

### Compare to Current Market Options

With longer life expectancies and the evolution of insurance products in the open market, many clients benefit by saving premium, paying the same premium for an increased death benefit, and/or improving contractual death benefit guarantees. PE will confirm you are paying a fair premium for the amount and type of coverage you own.

### Confirm Life Insurance Company Stability

A life insurance carrier's financial stability is as important as product selection. Adjustments in carrier financial stability and financial ratings require periodic monitoring and review.



### GATHER INFORMATION

Submission of the Performance Evaluation Information Gathering Kit provides the necessary data to initiate the process.



### ANALYSIS

The analysis includes (1) a review of your current insurance coverage, (2) identification of potential risks, and (3) presentation of potentially more efficient planning alternatives.



### RESULTS MEETING

A Life Insurance expert will present the report to you, identifying planning alternatives and additional considerations.