

# Learn how to Properly Design and Illustrate EIUL Policies

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# Introduction



- It's sad, but most life insurance agents are not familiar with EIUL at all.
  - Captive agents (Mass, NY Life, etc.).
  - Series 7 advisors who also have life licenses
  - My least favorite-those who sell the IBC/BOY concept.
- Many who are, don't really understand how they work.
- And even few know how to properly illustrate them.
- In this webinar I will explain a little about how EIUL policies work and then I'll explain how to illustrate them properly.
- I'll also show you how illustrations are manipulated to make sales that should never happen.

# What is EUIL



- It's a UL policy that has market linked returns (with caps).
- The typical caps on products range from 10-16%.
- It's a UL policy that has no risk of loss due to stock market downturns.
- The floor on most is zero.
- Some products have lower high end caps but offer a 1-2% guarantee in zero years.

# Historical returns



- The goal with an EIUL is to give clients upside growth they can't get in a traditional UL or whole life policy without the risks associated with variable life products.
- I created a Special Rate of Return Report that has a 5-, 10- and 20-year back tested history on products using various caps and floors.
- If you have not downloaded this you should do so immediately by [clicking here](#).

# Continued



13% Annual Point-To-Point Cap (0% floor)										
	100 <sup>th</sup>	90 <sup>th</sup>	80 <sup>th</sup>	70 <sup>th</sup>	60 <sup>th</sup>	50 <sup>th</sup>		Specified	Specified	Specified
	Percentile	Percentile	Percentile	Percentile	Percentile	Percentile	Average	Rate of 7%	Rate of 8%	Rate of 9%
5 Year	2.85%	4.34%	5.20%	6.11%	7.01%	7.61%	7.25%	61 <sup>st</sup> Percentile	44 <sup>th</sup> Percentile	33 <sup>rd</sup> Percentile
10 Year	4.14%	5.24%	6.04%	6.72%	7.07%	7.40%	7.28%	63 <sup>nd</sup> Percentile	35 <sup>th</sup> Percentile	10 <sup>th</sup> Percentile
20 Year	7.12%	7.37%	7.43%	7.60%	7.69%	7.73%	7.70%	100 <sup>th</sup> Percentile	9 <sup>th</sup> Percentile	0 <sup>th</sup> Percentile

14% Annual Point-To-Point Cap (0% floor)										
	100 <sup>th</sup>	90 <sup>th</sup>	80 <sup>th</sup>	70 <sup>th</sup>	60 <sup>th</sup>	50 <sup>th</sup>		Specified	Specified	Specified
	Percentile	Percentile	Percentile	Percentile	Percentile	Percentile	Average	Rate of 7%	Rate of 8%	Rate of 9%
5 Year	3.03%	4.52%	5.39%	6.31%	7.27%	7.95%	8.14%	63 <sup>rd</sup> Percentile	50 <sup>th</sup> Percentile	36 <sup>th</sup> Percentile
10 Year	4.23%	5.50%	6.25%	6.88%	7.44%	7.78%	7.64%	68 <sup>th</sup> Percentile	46 <sup>th</sup> Percentile	42 <sup>nd</sup> Percentile
20 Year	7.47%	7.71%	7.80%	7.96%	8.09%	8.10%	8.06%	100 <sup>th</sup> Percentile	67 <sup>th</sup> Percentile	0 <sup>th</sup> Percentile

12% Annual Point-To-Point Cap (2% floor)										
	100 <sup>th</sup>	90 <sup>th</sup>	80 <sup>th</sup>	70 <sup>th</sup>	60 <sup>th</sup>	50 <sup>th</sup>		Specified	Specified	Specified
	Percentile	Percentile	Percentile	Percentile	Percentile	Percentile	Average	Rate of 7%	Rate of 8%	Rate of 9%
5 Year	3.93%	5.37%	5.89%	6.67%	7.36%	7.85%	7.90%	68 <sup>th</sup> Percentile	43 <sup>rd</sup> Percentile	31 <sup>st</sup> Percentile
10 Year	5.08%	5.99%	6.60%	7.02%	7.42%	7.62%	7.55%	71 <sup>st</sup> Percentile	37 <sup>th</sup> Percentile	8 <sup>th</sup> Percentile
20 Year	7.38%	7.55%	7.67%	7.81%	7.83%	7.86%	7.86%	100 <sup>th</sup> Percentile	17 <sup>th</sup> Percentile	0 <sup>th</sup> Percentile

# Continued



12% Annual Point-To-Point Cap (0% floor) 140% Crediting Method										
	100 <sup>th</sup>	90 <sup>th</sup>	80 <sup>th</sup>	70 <sup>th</sup>	60 <sup>th</sup>	50 <sup>th</sup>		Specified	Specified	Specified
	Percentile	Percentile	Percentile	Percentile	Percentile	Percentile	Average	Rate of 7%	Rate of 8%	Rate of 9%
<b>5 Year</b>	2.82%	4.64%	5.69%	6.79%	7.04%	8.08%	7.94%	69 <sup>th</sup> Percentile	51 <sup>st</sup> Percentile	41 <sup>st</sup> Percentile
<b>10 Year</b>	4.77%	5.71%	6.39%	6.94%	7.23%	7.57%	7.47%	69 <sup>th</sup> Percentile	35 <sup>th</sup> Percentile	13 <sup>th</sup> Percentile
<b>20 Year</b>	7.30%	7.68%	7.75%	7.80%	7.84%	7.92%	7.99%	100 <sup>th</sup> Percentile	42 <sup>nd</sup> Percentile	9 <sup>th</sup> Percentile

Years	Historical illustrated rate of 7.00%
5-Years	Reached 71.78% of the time
10-Years	Reached 77.35% of the time
20-Years	Reached 100% of the time
Years	Historical illustrated rate of 7.50%
5-Years	Reached 65.57% of the time
10-Years	Reached 73.88% of the time
20-Years	Reached 100% of the time
Years	Historical illustrated rate of 8.00%
5-Years	Reached 57.09% of the time
10-Years	Reached 69.45% of the time
20-Years	Reached 97.75% of the time
Years	Historical illustrated rate of 8.50%
5-Years	Reached 49.59% of the time
10-Years	Reached 64.55% of the time
20-Years	Reached 79.83 of the time

# Continued



- You can see how the type of policy you recommend (cap, crediting type, etc.) can have a big impact on the ultimate outcome for the client.
- If you are selling EIUL and you don't know all the different policies and various crediting methods as well as the likelihood of return as outlined in my special EIUL rate of return report, you really have no business selling them.

# 7702



- The best investment in the world is a life policy that allows you to pay a \$100,000 premium with a \$101,000 death benefit.
- Why? because money in a policy grows tax free and comes out tax free (policy loans).
- And with only \$1,000 worth of real insurance coverage in my example, the costs are virtually non-existent.
- This scenario used to be allowable and it caused congress to pass 7702.



# 7702 continued



- Everyone should know 7702.
- Section 7702 of the Deficit Reduction Act of 1984 (DEFRA) and Technical and Miscellaneous Revenue Act of 1988 (TAMRA) (which deals with the Modified Endowment Contracts (MEC) rules).
- In short, the MEC guidelines force/require policy owners to buy X amount of death benefit based on the premiums paid over a seven year period.
- This is a rolling 7-pay test within the policy.

# Example



- Say you have a client who has \$70,000 in cash to pay premiums into a policy.
- Well, since money grows tax free and comes out tax free from a policy, it would make sense to put all 70k in as a payment in year one right?
- Wrong.
- Why? because the 7-pay test will require a much higher initial death benefit.

# Continued



- Example: 45 year old preferred.
- The initial DB required death benefit under the MEC test is \$1,475,696.
- And the software required additional premiums prior to the end of year seven to keep it from crashing (so no tax-free borrowing).
- With a 10k annual premium the initial DB was \$320,000 and you could borrow out \$17,392 for 20 years starting at age 65.
- A good rule of thumb is that if you can pay premiums over 7-years do it. If not, 5-years is about the minimum you want to use when stuffing cash in a policy.

# Level or increasing DB



- When you run illustrations showing borrowing how do you run them?
- How does the IMO you work with run them?
- Most run them with a level DB.
- Why?
- As a general rule of thumb, level death benefit is code for MAXIMUM commission.
- Level DB starts with a higher DB and the “target” on the policy is based on the DB at issue.

# Continued



- Because these policies are being sold for the cash value not the DB, level DB most of the time will not make sense.
- If the client needs more DB, throw in a term blend or sell a separate term policy.
- Level DB makes the agent more money but costs the client money.
- Sometimes with short pays or depending on the age of the client and type of policy, a level DB will be the best way to maximize income.
- How can you know which one is better?
- You run the illustration both ways.

# Example



- 45 year old paying \$30,000 premium for 10 years, then borrowing from the policy in year 21 for 20 years (I'll use a 7.5% ROR).
- Outcome for level DB: Initial DB is \$1,422,338; amount client can borrow from policy each year = \$69,197; target premium = \$23,239.
- Outcome for increasing DB: Initial DB is \$659,785; amount client can borrow from policy = \$84,452\*; target premium = \$10,333.
- So, an ignorant greedy agent who sold a level DB to this client made \$12,906 more in commission but cost the client \$15,225 each year or \$305,100 over the borrowing phase.
- Was it the “right thing” for the agent to do? **NO!**

# Magic illustrations



- The reason I decided to do this webinar is because I had an agent I work with who was all hot and bothered about going to “advanced” EIUL training put on by an IMO in VA.
- He was especially interested in something magical that can be done with the software in year 12 to make the illustration create more tax-free borrowing.
- First, there is not such thing as “advanced” EIUL training.
- If you read my book [Retiring Without Risk](#) and you attend this webinar, you will know all you need to about illustrating an EIUL.
- This will save you a trip to VA and from signing over all your life contracts to the IMO before attending training (which is bogus to me).



# Magic continued



- The magic that the IMO in VA was alluding to was simply manually dropping the DB in the years after premiums are paid in a short pay situation.
- In my example, I had a client paying a \$30,000 premium every year for 10 years but not borrowing until year 21.
- That means there are 10 years of no payments.
- If you don't manually change the software, it won't drop the death benefit in year 11, 12, etc.
- That means there will be more DB than is required and more expenses which equals less borrowing.



# Continued



- In the classic maximum commission/level DB example, the initial DB was \$1,422,338.
- The DB stayed at this level until the client started borrowing from the policy in year 21.
- If I manually go in and drop the DB in year 11 when premiums are no longer being paid, let's see what happens.
- The amount of borrowing goes from \$69,197 to \$73,251.
- Over the 20-year borrowing phase that's \$4,054 a year more or \$81,080 in total.

# Continued



- The following is from an earlier slide where I compared a level DB illustration to an increasing one.
- Outcome for increasing DB: Initial DB is \$659,785; amount client can borrow from policy = \$84,452\*; target premium = \$10,333.
- See the \*.
- I put it there because when you run an increasing DB illustration, if you don't manually drop the DB in the year after premiums are no longer paid in a short pay scenario, the DB will continue to run up and it will kill the amount that can be borrowed.
- So the \* indicated that the \$84,452 amount already had the DB drop as part of the illustration.

# Limits to the magic



- If dropping the DB works so great, why not drop it way down in the years after premiums are no longer being paid.
- Good idea right?
- When you don't pay premiums for years, MEC is not such a big issue.
- But Defra/Tefra can be.
- In layman's terms Defra/Tefra is a different corridor than the 7-pay test.
- You can be compliant with the 7-pay MEC test and violate the Defra/Tefra test.

# Continued



- The software on most company's software will prevent you from making a policy a MEC or from violating the Defra/Tefra rules.
- If you try to drop the DB down too far when manually dropping it, the software will take premium out of the policy and/or prevent you from putting more premium in.
- So the magic illustration that can happen in year 10-12-14 or whatever is simply dropping the DB down to the Defra/Tefra limits after a short pay premium has been paid.

# Crediting rates



- This seems to be a big point of contention out there.
- What crediting rate everyone run illustrations at?
- Unfortunately, most agents use “default” illustrations.
- What does that mean? It depends on the software used.
- For most, it means the maximum crediting rate allowed by the software and today’s low lending rates on variable loan rates.

# Continued



- The problem is that the likelihood of the policies performing at the crediting rates is slim to none.
- If you give out a default crediting illustration, make sure you give out another one with it that is more realistic.
- Does that mean a realistic one should be run at a 7% crediting rate?
- NO!
- It will depend on the product you are illustrating.

# Continued



- Is it fair and an apples to apples comparison to run a comparison at 7% if the default rate of one company is 7.8% and another is 8.8%?
- No. Therefore, I recommend you work off of percentages.
- If you think a conservative illustration is 15% off the default rate, you'd run the 7.8% one at 6.63% and the 8.8% at 7.48%.
- Some policies are designed for higher returns but have much higher expenses.
- By working off the same percentage to lower the default return, you are creating the fairest environment to have apples to apples comparisons.

# Variable Loans



- One of the most abused illustration tools in the industry today are variable loan rates.
- Some policies have fixed or maximum lending rates 5%-6%.
- Some don't fix their rates and they float monthly with the Moody's Corp. Bond Index.
- Because variable loans allow for a potential positive arbitrage in the borrowing phase, having a low lending rate is key to maximizing the amount of money a client can borrow from a policy.



# Continued



- To illustrate the abusive nature of variable loans, I'm going to go over an example of a Section 79 plan illustration.
- Section 79 plans are one of my least favorite plans pitched in the industry.
- Why?
- Because they are a concept that is sold with the least amount of disclosure

# Section 79 illustration



- A Section 79 plan is one that agents pitch because it's the "deductible" purchase of life insurance.
- It sounds great, but the math does not support its use.
- Pitfalls with Section 79 plans
  - Only works for owners of c-corps
  - Employee benefit plan so EEs must be covered (even though most sales people lie to the EEs to get them to opt for 50k in term insurance)
  - To get a 30-40% deduction on the premium, the policy used by design has to be a piece of junk.
  - One company doesn't have non-medical underwriting for groups under ten
- Bottom line to Section 79 plans is that clients would be much better off with a CIC and still better off funding a "good" EIUL after tax vs. a crummy policy in a partially tax deductible manner).

# Example



- Ironically, I just had a consumer contact me after getting pitched a Section 79 plan.
- Female client age 45.
- The premium pitched was \$68,127 a year for five years.
- Illustrated rate was the default rate of 8.09% in years five and beyond (first five years the rate is lower to get a bigger deduction).
- Variable loan rate of 4%.
- Borrowing from policy = \$90,820 starting in years 21 for 20 yeas.

# Problems



- The product has a 13% cap.
- From my EIUL special rate of return report, I know that the policy over the last 20 years would have had only a 9% chance of returning 8% annually).
- The loan rate of 4% was projected out 40+ years.
- The loan rate in this policy is not fixed.
- The 50 year historical average on this lending rate is 7.7%.
- Anyone think this is a real world illustration that should be given to a client?

# Adjusting the numbers



- The agent after I told the client what to ask for, re-ran the numbers using 7% loan rate but the same 8.09% crediting rate.
- The borrowing dropped to \$66,121 a year.
- I ran the numbers myself (because I have the same software), but I ran them with a 7% crediting rate and a 7% loan rate.
- Guess what the client could borrow?
- \$30,517

# Summary of abuse



- The ignorant or crooked agent gave the client an illustration showing \$90,820. a year in borrowing using a 4% loan and an 8.09% crediting rate.
- When forced the agent gave a 7% loan 8.09% crediting rate illustration showing \$66,121.
- When I ran a “real world” illustration, the number came in at \$30,517.
- To simply state the numbers show the abuses that can take place when illustrating EIUL policies.

# CVAT vs. GPT



- 99% of your illustrations should be GPT.
- CVAT is a trick some IMO/agents use to get a higher cash value in the early years.
- It is also used to enhance the 7-pay test so more premium can be paid earlier.
- If the goal is maximum borrowing in retirement, CVAT should not be used.
- It will require a higher DB later in the policy life and it will harm borrowing.

# High cash value rider



- Sometimes a HCV rider will be needed.
- Not all policies have them.
- These riders are also typically per 1000 charge waiver riders.
- What most agents don't know is that if you drop the DB in the surrender period of the policy, the cost of insurance drops, but the other internal expenses in the policy NO NOT drop.
- If you think a client will have to drop the DB due to lack of funding, you'll want to offer a HCV rider.



# Continued



- A HCV/per 1000 charge waiver rider costs money.
- In my 30k premium example, the client could borrow out \$84,452 a year for 20-years.
- When I add in the HCV rider, the borrowing drops to \$80,658.
- That's \$3,794 a year or \$75,880 over 20-years.
- When the client learns of this they will not want the rider, but you must offer it and document that you offered it.
- FYI, with the HCV rider the CV was \$26,455 and without it was \$9,332.

# Retirement Life™



- Communicating the value of EIUL to your clients with “full disclosure.”
- RL is the only trademarked EIUL sales platform in the industry.
- It stands for the concept that no one policy can be the “best” policy for all clients.
- Most agents get used to one product and use it over and over again no matter who the client is.
- RL demands that an agent work with the client to figure out what policy is best.

# RL continued



- There are four to five policies in the RL platform at any time.
- One designed for a robust market
- One designed for an average market
- One designed for a flat market
- One that is a good overall policy but has some special features that may be needed for certain clients.

# Brochures



## RETIREMENT LIFE™

Life insurance that pays you while living!

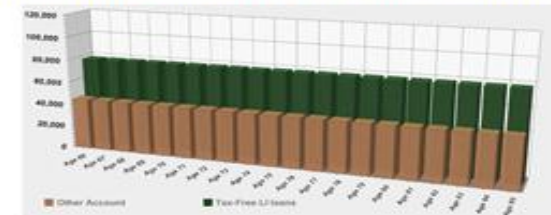
- o Tax-free growth
- o Tax-free withdrawals
- o No stock-market risk
- o Gains locked in annually
- o Good upside potential
- o Self-completing upon early death



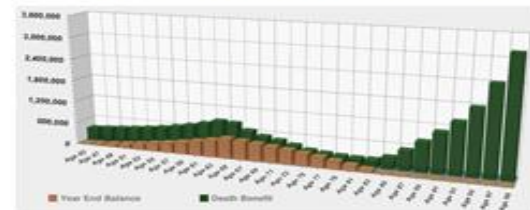
-The term Retirement Life™ stands for the best cash value life insurance policy in the marketplace to help clients build wealth for retirement in a safe, secure, and tax-free manner. Most people do not know that a properly designed life insurance policy can be a better wealth-building tool than stocks/mutual funds, or tax-deferred IRAs or 401(k) plans.

-Retirement Life™ also protects your family by providing a nice income tax free death benefit if you die before accumulating your retirement nest egg.  
-The chart below outlines the benefits of the best Retirement Life™ policies in the marketplace for those who want to grow wealth in a policy that is conservative, aggressive, or one that provides both.

-Retirement Life™ pays you very well when living. The 1st chart below compares the after tax retirement funds received when a 45-year old funds \$15,000 a year into mutual funds vs. Retirement Life™ until age 65 and then removes money from ages 66-85. (Mutual funds (brown) vs. Retirement Life™ (green))



-The 2nd chart below shows how much will go to the example client's heirs upon death when comparing the same. There is tremendous power and protection when using Retirement Life™ to grow wealth.



For more Information visit  
[www.insertweb-site.address.com](http://www.insertweb-site.address.com)  
 or e-mail  
[info@web-site.com](mailto:info@web-site.com)

CONSERVATIVE	MODERATELY CONSERVATIVE	AGGRESSIVELY CONSERVATIVE
<ul style="list-style-type: none"> <li>▪ 100% protection from market downturns</li> <li>▪ Gains locked in annually</li> <li>▪ Designed for lower stock-market returns</li> <li>▪ 1.25% premium bonus in year 11 on the account balance</li> <li>▪ Caps 10-12%</li> <li>▪ 100-140% crediting method</li> <li>▪ Variable loan option (not fixed)</li> <li>▪ FREE LTC, critical, and terminal illness rider</li> </ul>	<ul style="list-style-type: none"> <li>▪ 100% protection from market downturns</li> <li>▪ Gains lock in annually</li> <li>▪ Very competitive cap at 17%</li> <li>▪ 100% crediting method</li> <li>▪ 5.3% fixed lending rate to take the risk out of using variable loans</li> <li>▪ Disability and critical illness</li> </ul> <p>You will notice that the moderately conservative policy reaches into the conservative area and into the aggressively conservative area.</p> <p>This policy can be the most conservative policy and can offer insureds the highest amount of tax-free income (more than the aggressive policy) because of the 5.3% locking feature on the lending rate.</p> <p>Since no one knows what will happen in the future, many insureds will chose this policy to obtain both conservative and aggressive aspects of an EIUL policy.</p>	<ul style="list-style-type: none"> <li>▪ 100% protection from market downturns</li> <li>▪ Gains locked in annually</li> <li>▪ No cap 65%</li> <li>▪ participation rate</li> <li>▪ Domestic and international stock indexes available</li> <li>▪ Max variable loan rate set at 6%</li> </ul>



# Brochures



## RETIREMENT LIFE™

Life insurance that pays you while living



- ◊ Tax-free growth
- ◊ Tax-free withdrawals
- ◊ No stock-market risk
- ◊ Gains locked in annually
- ◊ Good upside potential
- ◊ Self-completing upon early death

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## Retirement Life™

Your protective wealth-building tool

Why should you use Retirement Life™ as one of your wealth-building retirement tools?

### Reason #1: Safety

Over the past twenty-plus years, there have been many highs and lows in the stock market. Retirement Life™ is designed to protect insureds from market downturns and, specifically, from the **negative 46% return** in 2000-2002 and **negative 59% return** from the highs in 2007 to the lows in 2009.

In years when the measuring stock index earns a negative rate of return, Retirement Life™ credits your account with Zero. "**Zero is your Hero**" in years when the stock market goes negative.

### Reason #2: Locking in the Gains

Retirement Life™ also allows insureds to **lock in the gains** in the market up to a specific cap that range from 10%-15% annually.

This means that, when your policy returns, for example, 10% in any given year, those gains can **NEVER be lost** due to a stock-market downturn.

### Understanding the Chart

The Chart on this page illustrates the power of using Retirement Life™ as a protective wealth-building tool.

The example is a general comparison of growing money in Retirement Life™ vs. money in an E-Trade account.

Retirement Life™ **locks in the gains in up years** and **does not participate in the down years**



The example, in a simplistic manner, shows how Retirement Life™ can be a protective wealth-building tool and also a very powerful one.

Both the Retirement Life™ and the E-Trade account start with a \$100,000 balance. When the market/S&P 500 stock index goes up 10%, cash in both Retirement Life™ and the E-Trade account go up 10%.

In year two, if the market/S&P 500 stock index goes down by 15%, the Retirement Life™ policy returns ZERO and the E-Trade account goes down by **15%**.

In year three, if the market/S&P 500 stock index goes up by 5%, that return is captured in both the Retirement Life™ policy and in the E-Trade Account.

After only three years, the account value in Retirement Life™ is **17.6% higher** than that of the E-Trade account. This is the power of growing wealth using Retirement Life™.

Retirement Life™ gives you the best of both worlds (upside growth and no downside risk). It is true that you have to give up some of the upside growth with Retirement Life™ to receive the benefit of no downside risk. However, as you will see on the next page, over time, the gain-locking feature of Retirement Life™ can still outperform the no-cap E-Trade account that comes with high risk when growing wealth with no protection.

### History of the Market

Those who have had money in the market over the last 20 years really had a wake-up call with the stock-market crashes of 2000-2002 and 2007-2008.

No one likes having their money go backward **46%** and **59%** over a two-year time span. Having money exposed to similar crashes can have a devastating effect on a person's ability to retire.

Did you know that from 1989-2009 the average equity investor earned only 3.49% when the S&P 500 stock index earned in excess of 8%? (DALBAR, Study 2012).

Why? Because the American investor is a professional at buying high and selling low. The DALBAR Study indicates that, in times when the stock market is crashing, the American investor panic sells.

With Retirement Life™, panic selling is not an issue; and the policy protects you from your own worst instincts. With Retirement Life™, the gains are locked in annually; and there is no downside risk when the market goes negative.

\*The above example does not take into account expenses in the E-Trade account (dividends, capital-gains taxes, annual fund fees, or money-management fees) nor does it take into account life insurance expenses associated with Retirement Life™.

<http://www.strategiccmp.net/page/life/retirementlife>

# Books



Roccy DeFrancesco J.D., CWPP™, CAPP™, CMP™  
Founder of The Wealth Preservation Institute

## RETIRING WITHOUT RISK

FINDING SHELTER  
FROM  
FINANCIAL STORMS

Roccy DeFrancesco J.D., CWPP™, CAPP™, CMP™  
Founder of The Wealth Preservation Institute

## Bad Advisors

HOW TO  
IDENTIFY THEM  
& HOW TO  
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**Quick Survey:**

1) I am interested in protecting my assets from creditors.


2) I am interested in reducing my income taxes.

3) I am interested in a guaranteed income for life that can't be outlived.

4) I would like help with my financial/retirement plan or estate plan.

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- Retiring Without Risk
- The Home Equity Acceleration Plan
- The Home Equity Management Guidebook



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## EDUCATE YOUR WAY TO A SECURE FINANCIAL FUTURE

IT'S TIME TO STOP BLINDLY TAKING ADVICE FROM ADVISORS

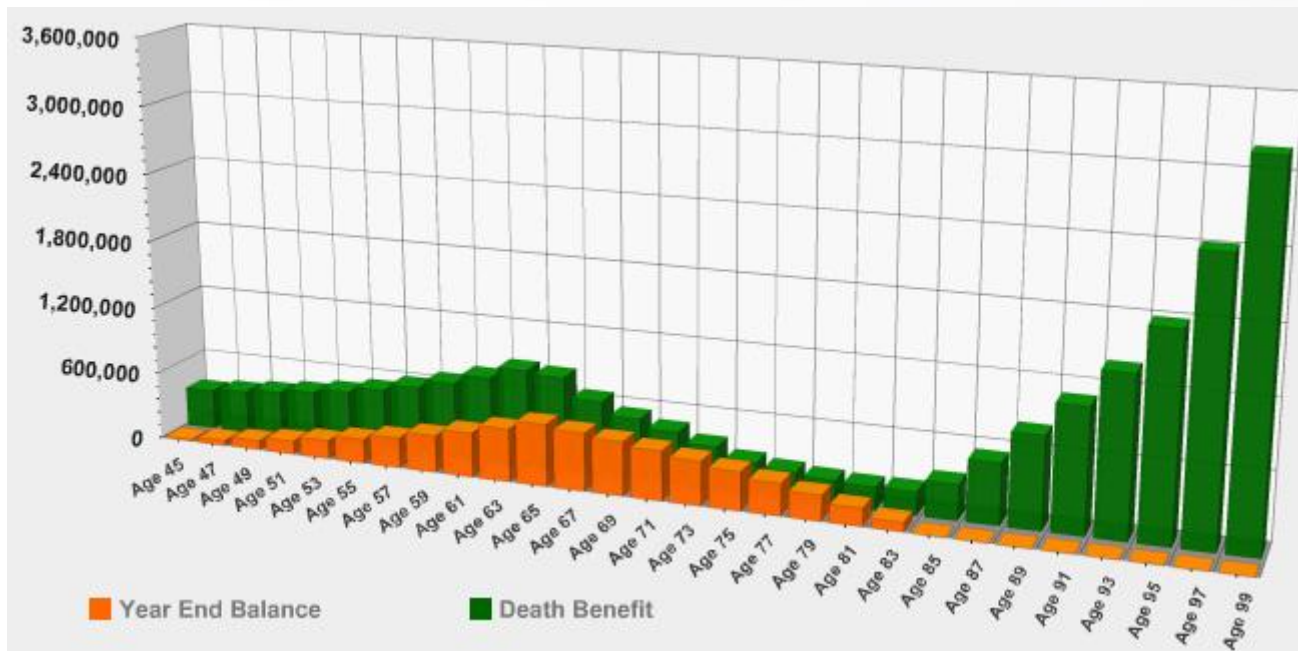
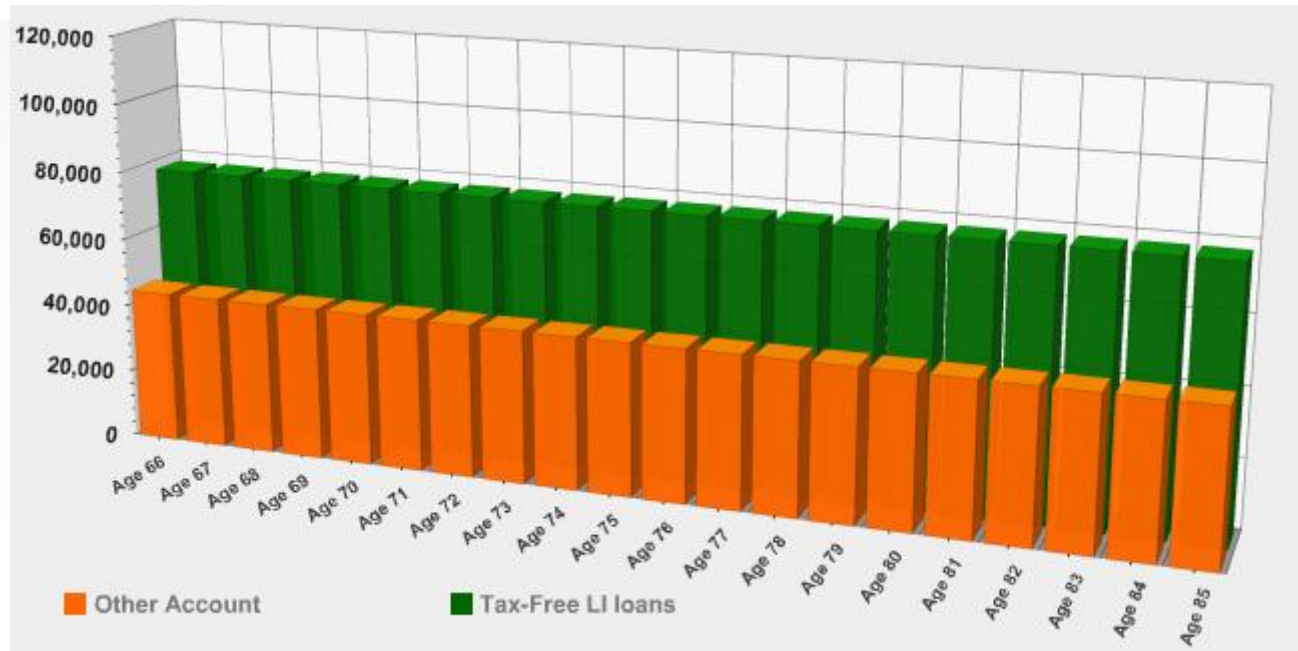
If you are tired of taking advice from financial planners or insurance agents without understanding the advice given and wondering if it is in their best interest instead of your best interest, you've come to the right place.

[read more](#)



<http://www.strategicmp.net/page/life/booksforfree>

# Software





# Marketing summary



- The marketing of EIUL as a wealth building tool is best told in a story.
- With the RL tools advisors have at their disposal, they have a tremendous “full disclosure” story to tell.
- And to boot, advisors I work with can use me as an independent third party to reinforce what they have already or will be telling clients.
- To learn more how you can use the RL sales tools, please e-mail [roccy@strategicmp.net](mailto:roccy@strategicmp.net).

# Summary



- Advisors owe a duty to their clients to make sure what they put forth is intellectually honest.
- Unfortunately, the majority of advisors selling EIUL don't understand the illustrations they are handing out.
- It is vital for any “good” advisor to fully understand how to properly illustrate EIUL policies and hopefully this webinar will help many reach that goal.

# Questions?



- Questions?
- E-mail [roccy@thewpi.org](mailto:roccy@thewpi.org).