

MARCH 2007

# LIFE INSURANCE SELLING

The Magazine for Top Life, Health and Financial Services Producers

Insurance  
Inspires  
Charitable  
Giving

**Funding Long-Term Care:  
A Dollars and Cents Approach**

**Health Savings Accounts  
Poised for Big Growth**

[www.lifeinsuranceselling.com](http://www.lifeinsuranceselling.com)

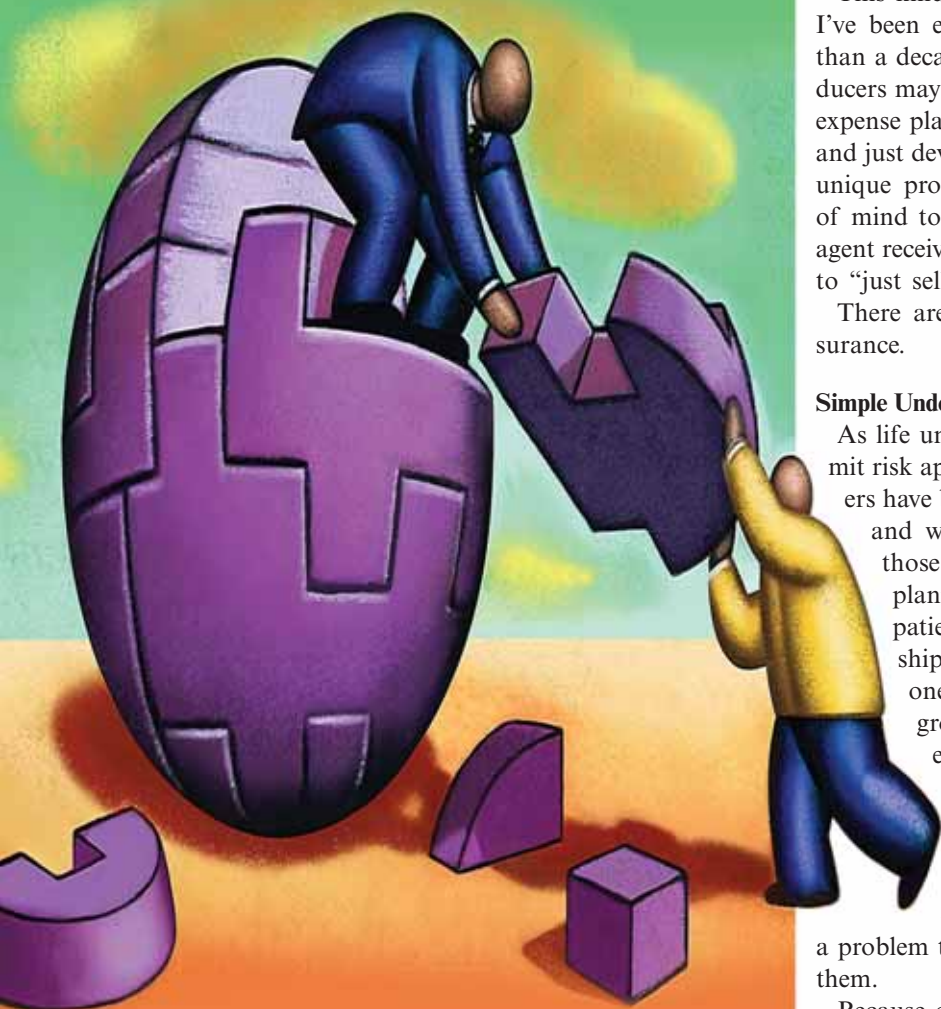
**Producer Profile: Tom Fink, a Pillar In Portland**

# Final Expense: A Great Opportunity To “Just Sell”



By Alan Benedict, CSA, LUTCF  
Sunland, Calif.

*“Because of the proceeds, they could give their mother a simple and dignified funeral service and buy a gravesite and marker.”*



**R**ecently, on a Saturday afternoon, I was attending the graveside service of Mrs. Wilson. She had purchased a final expense plan from me only three years before. After the beautiful and peaceful service, her four adult children approached me and invited me to join the family afterwards for refreshments at a nearby home. They also expressed their deepest thanks for the burial policy I had helped their mother obtain. The funds were a blessing during their darkest hour. Because of the proceeds, they could give their mother a simple and dignified funeral service and buy a gravesite and marker.

This kind of thing is now a monthly experience for me. I've been exclusively in the final expense niche for more than a decade. It is a direction many of you seasoned producers may want to look into further — either to add final expense plans to your current practice or simplify your life and just devote all your activities to this target market. This unique product line not only provides tremendous peace of mind to your clients and their loved ones, but you the agent receive many rewards, especially if you have the desire to “just sell.”

There are many benefits to providing final expense insurance.

#### Simple Underwriting/Jet Issue

As life underwriters, which we were once called, we submit risk applications to insurance carriers. We realize carriers have become increasingly cautious with underwriting, and while this is understandable, it's aggravating to those agents who don't want to build a large estate planning practice with overhead, and may lack the patience or interest to take years to build relationships with corporate owners before they place even one policy. Many agents do not want to build a group medical insurance practice and staff it with employees — they just want to sell across the kitchen table. And some agents want their applications approved ASAP.

Most agents get paid for what we do best — that is, hunt for business. Most get only one opportunity to sit down with the prospect, show a problem that is before them, and solve the problem with them.

Because of careful product development in final expense insurance, high-quality carriers have created simple underwriting for agents, usually with only five to eight major



expectations, and perhaps only steps away from leaving this industry, consider final expense, where you can go and “just sell” once again. The “Mrs. Wilsons” of the world need your guidance, and their families will be so appreciative.



---

***Alan Benedict, CSA, LUTCF, is a recognized expert in the field of final expense planning. Mr. Benedict is a Qualifying member of the MDRT, and a MDRT 150 Lives Club member. He contributes regularly to financial publications on final expense planning, marketing, and selling. He was a presenter at LIFE INSURANCE SELLING's Selling to Seniors conference in November 2006.***