



Confirming the Need

W/O Assets

Now Mr. /Mrs. Client, it is clear to see that you want to take care of your loved ones as best as you can. That is why you sent in the card isn't it?

W/ Assets

Now Mr. /Mrs. Client it is clear that the both of you see the value in planning ahead. You've been able to establish some financial stability for your retirement years and you would like to establish some financial stability for your loved ones for the time immediately following your passing?, Especially since some of your account may not be readily available in time for your funeral expenses, which as you know are just a matter of days after your passing. (Probate, red tape, death certificate)

Obviously the client with no other assets will have the greatest need for the final expense program, but what may not be so obvious is what to say to the client with significant assets. What you need to remember is that the vast majority of people with money don't feel like it is enough. They sent in the lead card for a reason. Also the fact is , we are providing coverage for a specific time, that time which is immediately following there death for the specific purpose of taking care of the final expenses. You need to remind your client that even if he/she has a significant stock or real estate portfolio, those assets may not be readily available in time for the family to put to use. Also it may be the wrong time in the market for them to sell these assets and it may benefit them monetarily to hold them for a sale at a later date when the market brings them a better price. Even a simple CD can take weeks and weeks to liquidate as a death certificate will be needed, powers of attorneys or trust documentation may needed and all this will have to be mailed in its original form to bank headquarters not just delivered to the local bank where the account was opened. All these things reinforce the need to have a specific insurance plan that provides financial security and liquidity for the family. So in either case whether the client has assets or not, the need for a final expense program will always be there.