



THE INSURANCE DESIGN CENTER, LLC



OUR VISION THE INSURANCE DESIGN CENTER

A NEW FINANCIAL LANDSCAPE

Sweeping changes affecting the life insurance industry continue to have a dramatic impact on virtually every policy that exists today. While some of these changes add value, others are problematic.

Every financial product requires rebalancing – Life insurance is no longer the exception.

- **People are living longer than ever.** Increased life expectancies translate into lower costs for the same coverage. In fact, newer products are generally more efficient, surpassing older policies in both value and flexibility. Someone must inform policyholders of these new opportunities.
- **Nearly 200 life insurance companies silently demutualized, merged or have been acquired since January 2000.** Why does this matter? When carriers become publicly held, investors, rather than the policyholders, own the company. When declining rates impact performance, policyholders lose. Someone must inform policyholders that their needs have taken a backseat to shareholder value.
- **Policies placed inside trusts for the preservation of assets are equally at risk.** With changing regulations, institutions, law firms and other trustees increasingly find themselves with greater fiduciary responsibilities and risk. Someone must inform policyholders and their professional advisors that trust-owned policies may not meet their expectations.

For these reasons, life insurance is no longer a “buy and hold” asset. Policies purchased before 2001 were projected to perform based upon financial assumptions by both carriers and consumers that were made in a vastly different economic, regulatory and industry climate than the one that exists today.

Financial professionals anticipate change, evaluate impact and recommend prudent responses for their clients’ portfolios. **The Insurance Design Center (IDC) is engaged in analysis and counsel for the prudent management of insurance assets — the most often ignored capital in a portfolio.**

A NEW STANDARD OF OVERSIGHT

An insurance policy's function is to support specific financial planning goals.

Huge sums of personal and business capital are wrapped up in life insurance policies in the form of premium payments, earnings and expected benefits.

Whether the actual policy and carrier performance achieved will still produce the projected capital required at the time it is needed, should be the first question addressed for those with significant amounts of capital entrusted to the life insurance industry today.

We apply our knowledge, experience and creativity to both "hard" and "soft" aspects of capital management decisions, to achieve the best financial result possible.

The Insurance Design Center provides policy owners, professional trustees and advisors with the information and independent advice they need to create a defensible program that meets today's standards.

FEE SERVICES

In keeping with established financial standards promoting objectivity, IDC insurance consulting and advisory services are provided on a fee-basis.

IDC fees are fully disclosed prior to each engagement and are separate from any transaction fees or sales charges included by product vendors.

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A TESTED EVALUATION PROCESS

Objective analysis measures the financial, business and personal impact of life insurance decisions — past, present and future

Macro questions set the direction:

- Do the policies still match the objectives?
- Do the policies meet performance benchmarks?
- Have better alternatives emerged?

Micro issues are documented in detailed reports for each phase of the evaluation:

- The Current Market Matrix™
- The Capital Value Blueprint™
- The Private Profile Concierge™

Our final report makes specific recommendations (if necessary) for restructure, acquisition or settlement of life insurance assets.



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