

A black and white photograph showing three business professionals in a meeting. Two men and one woman are gathered around a table, looking at documents and a laptop. The man on the left is pointing at a document, while the woman and the other man look on attentively.

Performance Evaluation

What Is Performance Evaluation?

Performance Evaluation is a process that analyzes existing life insurance portfolios, reviews performance and recommends appropriate alternatives that reduce outlay, increase benefits, or extend guarantees.

Why Is This Process So Important?

Save Money by Reducing Premium

Products today are much more efficient than they have ever been. Medical advancements and healthier lifestyles contribute to longer life expectancies. New product developments have changed the insurance landscape completely.

Pay the Same Premium for an Increased Death Benefit

With longer life expectancies and more efficient insurance products, many consumers benefit by paying the same premium for an increased death benefit.

Save a Policy from Lapsing

Over the past few decades, interest rates and dividend scales on life insurance policies have steadily declined, hitting historic lows in recent years. This has critically affected policy cash values and premium adequacy. Retirement goals are falling well short of expectations. Policies originally thought to be “paid-up” may now require additional premium payments. ***And worst case – policies are lapsing.***

Guarantee Death Benefits for Lifetime

With today’s innovative insurance products, consumers can protect their families with life insurance death benefits guaranteed for the insured’s lifetime.

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 demand periodic monitoring and review.

Adjust Coverage to Keep Pace with Life Changes

Change is one thing you can count on. Life changes including births of children or grandchildren, job changes, death, divorce, etc. result in changes to goals and objectives. A lot can change after you buy a life insurance policy – and those changes can affect your life insurance needs.

What Is the Process?

Step One - Gather the Information

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

Step Two - Analysis

The objective analysis of your insurance portfolio includes (1) a review of your current insurance coverage, (2) identification of potential risks, and (3) presentation of more efficient planning alternatives. The results of the analysis are contained within a comprehensive, easy-to-understand report.

Step Three - Results Meeting

A Life Insurance expert will present the report to you identifying planning alternatives and suggested updates.