ERS Training

Asurea's Emergency Response System

EMERGENCY
RESPONSE SYSTEM

5 Reasons Why There's A 7 Billion Dollar Problem

1. The insurance company and policyowner have lost track of each other

- You must tell the company of your new mailing address when you move.
- US Post Office will only forward first-class mail for a year to a forwarding address.
- The Post Office does not inform the financial institution of the change.

2. The life insurance company doesn't know the insured has died

- No master list of who is alive and who is dead. The Social Security Administration has the closest thing to a list

3. The life insurance company is unable to locate beneficiary

- The descriptions of the beneficiaries might not be enough for the life insurance company to locate them.
- The beneficiary may be difficult to track down.
- A life insurer cannot even respond to a beneficiary inquiry.

4. People don't know they are a beneficiary of a life insurance policy

5. The original life insurance company no longer exists or cannot be located

asurea®

Asurea's Pledge to Beneficiaries

Unclaimed life insurance benefits IS a growing problem in our country for policyholders.

It is our company's vision that the family of every person we meet with will NOT become a part of that BILLION DOLLAR statistic.

- We will provide an Emergency Response System to our clients, their family members, their ERS Team Members and people we meet with.
- We will assist all beneficiaries in the processing of any claims for benefits.
- We will advocate for the prompt payment of benefits to beneficiaries.
- We will assist the insurance company and beneficiary to obtain all information necessary to process the claim.

asurea

Gaining Referrals with
Asurea's Emergency Response System (ERS)

asurea®
The Simple Solution

asurea®

Using the ERS

Creating your clients Emergency Response Team

Accelerate your sales with Asurea's Emergency Response System

- **When you deliver your client's completed application, make sure you enroll them in Asurea's Emergency Response System (ERS).**

- **Clients want to make sure their beneficiaries receive their death benefit, and Asurea's ERS gives them that peace of mind.**

- ERS Team Members:
  - Are free
  - Have built in trust
  - Increase customer loyalty
  - Have fewer objections
  - Are easier to close
  - Lead to bigger sales
  - Bring in more referrals!

- Asurea's Emergency Response System is the best way to build your business with referrals.

> *"Loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you."*
> *– Chip Bell*

Policy Delivery and ERS Script

(Say hello, smile, and build rapport for a few minutes, then go into the policy review.)

- "So (client name) my job during our last appointment was to recommend the best company for your personal health, budget and financial goals. I was able to get you approved for (company), and today we are going to go over everything to make sure this policy is integrated efficiently with your financial picture." (Open policy and go through checklist).

A) Death Benefit

B) Monthly Premium

C) Years of Level Benefit

D) Additional Riders

- "Ok great, now that we have verified the policy is everything you wanted, we are going to integrate it into your personal financial picture. Now, what else is going to a beneficiary?"

(Go through FIF form.)

Policy Delivery and ERS Script

- "Now, we always go the extra mile for our clients (Present ERS packet), which is why we provide an Emergency Response System. Currently there are over a 7 billion dollars of unclaimed death benefits because beneficiaries, family, or friends don't know that their loved ones were covered" (Present articles).

- "Who else, besides you and your beneficiary, know that you are protecting your family today? To make sure the death benefit is received by your beneficiary, our company gets ten names, including beneficiary, family and friends. We get ten names because when something happens, five of these people aren't going to answer. Obviously your beneficiary will be first, and who is a responsible adult in the local area that you would also like to add?" (Get as many names as you can).

- "Ok great, now (Client), who on this list would you say you love and care about enough for me to take care of like I took care of you? All of them right? (Stay silent, let them respond). Ok great, I will call them and introduce myself to make sure you are covered, and to see if there is any way I can help them as well."

(Smile, laugh, build rapport and leave.)

Client Text Message to Each ERS Team Member

(Once the ERS form is completed, help your client send this text to each ERS team members.)

"(ERS team member), I am going to have (your name) contact you tomorrow. This is very important to me. Please make sure you take his call. He will be calling from (your phone #). Please take a moment to read the attached article. I have chosen you to be a part of my Emergency Response Team to ensure that my family is financially taken care of if something happens to me."

(Help them take a photo of the article of their choice and attach it to their text)

- **Prepare in advance:** In advance, you can send the message above and a photo of one of the articles as a text to yourself. At the client's home, forward that text to their cell while you are with the client. All they have to do now is customize the names and forward it on to their ERS contacts instead of typing the script for each ERS contact.

- Your client can also download the attached article you send them to their photo gallery on their cell for much easier sharing.

- **Email option:** Ahead of time, email yourself the message and article; then forward that email to your client while you are at their home; on their computer, help them personalize the names in the message to match their ERS team members and help them forward it to each of their ERS team members.

Your Text Message to Each ERS Team Member

(The next day, text each ERS contact this script.)

"Good morning (ERS team member). When I met with (client's name) yesterday, he chose you to be responsible for his family if something were to happen to him. He recently purchased life insurance from me. My job is to set up an Emergency Response Team to make sure this life insurance policy goes to his beneficiaries. Please see the attached article. I'll be reaching out to you today to set up this important service."

Note: Take a picture of one of the articles in advance so it's in your photo gallery on your cell. Then you can easily attach it to each text directly from your photo gallery.

Setting the 1ˢᵗ Appointment

(Later that same day, call each ERS contact that you texted earlier and use this script.)

"Good morning (ERS team member). This is (your name), I'm following up on (client's name) text to you on (date) concerning setting up his Emergency Response Team. Did you get a chance to read the article that (client's name) sent to you concerning the "7 Billion of Unclaimed Life Insurance Proceeds?"

(Client's name) chose you to be responsible for his family if something were to happen to him. He would like me to meet with you to set up an Emergency Response Team for him and your family as well.

Would (date) or (date) be better for you?"

(Set the appointment as usual.)

Asurea's Emergency Response System

asurea®

asurea®
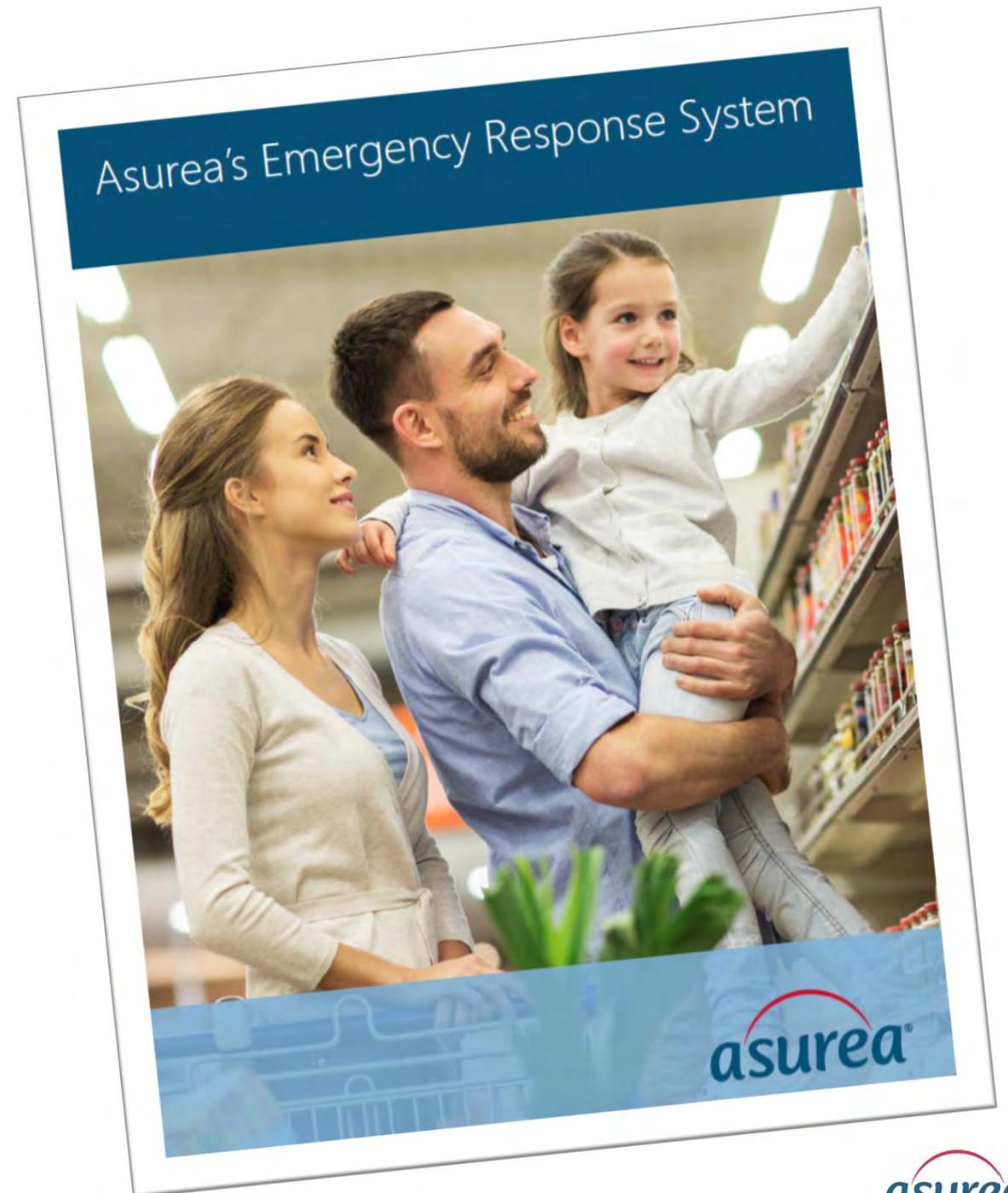
1ˢᵗ Appointment

With a Response Team Member

First Appointment With ERS Team Member

When we set this appointment to meet, it was to *set up an Emergency Response Team for (Client's name).* He *chose you to be responsible for his family if something were to happen to him. Before we do that, I wanted to let you know we have identified a growing problem in our country for policyholders.*

Now, do you know how much life insurance has gone unclaimed in this country? *(let them answer)*

(Use ERS Client packet if they haven't read article texted to them, read the Bold wording of first point)

One of the biggest reasons for that is simple. *(refer to second point)*

Most beneficiaries just don't know that they are beneficiaries..

It is our company's vision that no more families become a part of that BILLION DOLLAR statistic

About Asurea's Emergency Response System

- Currently there are **over seven billion dollars** in unclaimed life insurance money in America.

- Most unclaimed life insurance is from beneficiaries not knowing that they were a beneficiary on a policy.

- Our **Emergency Response System (ERS)** is our way of making sure your death claim will be paid immediately to your beneficiaries.

First Appointment With ERS Team Member

Our Emergency Response System is designed to help made sure your family is not part of that statistic. The program has two parts. The first is a roster of ERS Team Members, people just like you, who know how the program works and have agreed to be responsible to notify us when the policyholder has died.

The second part is the Emergency Response Guidebook. This guidebook has all of your personal and financial information so your family and ERS Team Members can immediately access it and deal with the financial changes that occur during this time.

So for your family, who else beside you should know that there is a guidebook that has all of the information to take care of your family?

(Hand them the roster and let them fill out)

Emergency Response Guidebook
Plan For Peace of Mind

This booklet is designed to help you record your personal and financial information so that your family and ERS team members can access it and deal with the financial changes that occur during this time.

Taking the time to plan for your final wishes gives you peace of mind and allows your family to focus on honoring and celebrating you.

asurea
The Simple Solution

1st Appointment Financial Information Form

So, in order to prepare your ERS Guidebook for your family, what are your main concerns?

do you know what your most valuable asset is? Do you know how much income it will produce for you during your lifetime?

If you have a mortgage, what do you want done with your home mortgage if something were to happen to you? What other debt or expenses do you want to make sure are taken care of for your family?

Do you have anything in place today to help take care of the (mortgage, other debts, expenses) if you were to die?

(follow the FIF script)

Financial Information Form

Insured	_____	Asurea Office	_____
Address	_____	Asurea Agent	_____
City, State, Zip	_____	Phone 1	_____
Email:	_____	Phone 2	_____

Section 1: Mortgage Information

Lender	Interest %	Term	Loan Amount	Payment	Accelerated

Section 2: Insurance Information

Type	Face Amount	Purpose	Premium	Cash Value	Carrier

Section 3: Assets

Type	Current Value	Purpose	Contribution	Current ER?	Provider
401k				YES NO	
403b				YES NO	
457				YES NO	
IRA				YES NO	
Pension				YES NO	
Annuity				YES NO	
CD				YES NO	
Savings				YES NO	
Investment				YES NO	
Combined Monthly Income					

Section 4: Medicare – Long Term Care

Medicare/LTC Carrier	Type	Premium	Medicare Enrollment
	Advantage Supplement		Part A YES NO
	Prescription Drug		Part B YES NO
	Long Term Care		

1st Appointment Build The Need OR Policy Pickup

So, the total amount debt/expenses that you want to make sure is taken care of for your family is $ _____

Earlier you told me that you have $___ through work. It's good that you have that coverage through work, but you can't take that coverage with you if you were to leave or lose your job. That's why it's so important to have a personal plan. Wouldn't you agree?

You also told me that you (don't / did) have personal life insurance, right?

Build the need or Three C's depending on whether or not they have personal life insurance

Financial Information Form

Build The Need

Policy Pickup
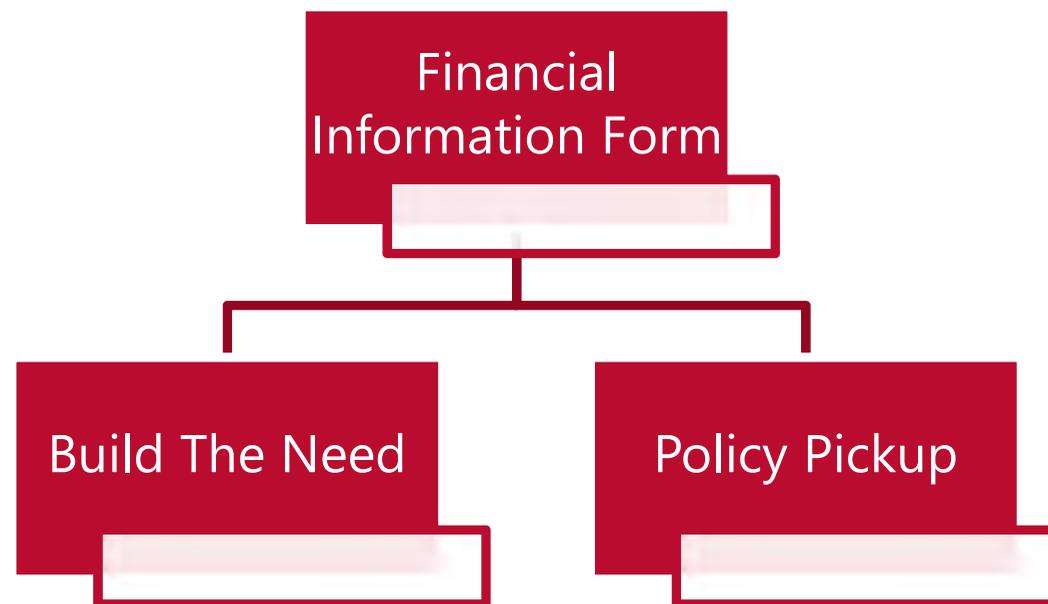
Setting the 2ⁿᵈ Appointment

Build The Need

Now this is the way the process will work. I'm going to go back to my office, analyze the information you have provided and do some research.

When I come back, I will show you some options and answer any questions you have. If you see something you like great, if not... No problem.

The 3 C's

Ok great, the way we go about doing this, I will take the policy back to office, do a cross analysis of all the companies out there.

When I come back only 1 of 2 things are going to happen;

1. I found in my research that we can significantly improve your families benefits or

2. What you have is in your best interest and we'll look into supplementing your coverage.

Does that process seem fair enough?

Great! (Reset the appointment for 2 days out and hand business card)

How Do Referrals increase the amount of premium sold per lead?

Without Referral Sales

Current Lead Costs

	Premium	Commission	Total
Sale from lead	$1,000	60%	$600
		Cost	Total
Leads per sale	4	$13.00	$52
Paid Premium Per Lead			$250
Total Commission after lead expense			$548

New Lead Costs

	Premium	Commission	Total
Sale from lead	$1,000	60%	$600
		Cost	Total
Leads per sale	4	$16.00	$64
Paid Premium Per Lead			$250
Total Commission after lead expense			$536

With Referral Sales

New Lead Costs

	Premium	Commission	Total
Sale from lead	$1,000	60%	$600
Sale from Referral	$1,000	60%	$600
Total Premium	$2,000		$1,200
		Cost	Total
Leads per sale	4	$16.00	$64
Paid Premium Per Lead			$500
Total Commission after lead expense			$1,136

asurea®

ERS Client Kit

Asurea's Emergency Response System

asurea®

About Asurea's Emergency Response System

o Currently there are **over seven billion dollars** in unclaimed life insurance money in America.

o Most unclaimed life insurance is from beneficiaries not knowing that they were a beneficiary on a policy.

o Our **Emergency Response System (ERS)** is our way of making sure your death claim will be paid immediately to your beneficiaries.

asurea®

asurea®

Unclaimed billions: Are you owed a life insurance payout?

Barbara Marquand, NerdWallet   Published 8:00 a.m. ET June 11, 2016 | Updated 4:37 p.m. ET May 25, 2017

Life insurance is supposed to provide peace of mind, but for some policyholders, it becomes out of sight, out of mind. Policies are stuck in drawers and forgotten. Family members may not know they're listed as beneficiaries on a policy. As a result, billions of dollars in life insurance benefits have gone unclaimed.

Could you be among those owed money?

Nationwide, the amount owed is huge — $7.4 billion so far. That's what major life insurance companies have agreed to pay in unclaimed benefits, according to the Florida Office of Insurance Regulation. Of that, $5 billion will go directly to beneficiaries they find. And $2.4 billion will go to states, whose unclaimed property departments will work at searching for and paying beneficiaries, Florida insurance regulators say.

The issue has been reported widely the last several years and was recently featured on 60 Minutes.

Life insurers under investigation

The agreements came about after some states, led by Florida, began investigating the life insurance industry in 2009. Forty-one states are now part of the effort, according to the California State Controller's Office. Regulators concluded that insurers weren't doing enough to pay out on life insurance policies when insured people had died but the beneficiaries hadn't filed claims.

Their beef: Life insurance companies used information from the Social Security Administration's Death Master File to stop making payments when annuity owners died, which meant insurers could stop sending annuity payments to customers. (The Death Master File is a list of deceased people who were collecting Social Security retirement or disability income.) But insurers weren't using the database to search for life insurance policyholders who died. That meant insurers held onto payout money longer — or never paid at all.

So far, states have made settlement agreements with 25 life insurance companies, and they're investigating others.

Life insurers haven't admitted any wrongdoing. Traditionally, insurers have waited until someone files a life insurance claim, which then triggers a payment, says Steven Weisbart, senior vice president and chief economist at the Insurance Information Institute...

https://www.usatoday.com/story/money/personalfinance/2016/06/11/unclaimed-life-insurance-money-payout/85718732/

Unclaimed Life Insurance Payouts Top $1 Billion

Herb Weisbaum, TODAY contributor
Published 12:23 PM ET Mon, 4 Feb 2013

NBC NEWS

In this age of data bases and search engines, it's hard to imagine that anyone could be the beneficiary of a life insurance policy and not receive the money. But it happens all the time.

Consumer Reports investigated the problem of lost insurance policies for its February issue. They found there's currently about $1 billion in life insurance benefits waiting to be claimed by beneficiaries.

"The average unclaimed life insurance benefit is $2,000, but some payouts have been as high as $300, 000," senior editor Jeff Blyskal told me.

The magazine calculated the odds that you are owed money from a lost, forgotten or unknown policy are about one in 600. Why is this happening?

Sometimes it's a communication problem. All too often, people buy life insurance and don't let their beneficiaries know about it. But Consumer Reports points a finger at the insurance industry.

"Over the years, insurance companies have not made much of an effort to find these people," Blyskal said. "When one of their policy holders dies they don't always go looking for the beneficiaries."

In 2011, New York State began looking into how life insurance companies handled their claims. Last week, Governor Andrew Cuomo announced that this investigation has resulted in more than $665 million being paid to more than 89,000 people across the country.

"It's only fair for families and individuals who lost loved ones to receive life insurance benefits they are entitled to," Gov. Cuomo said in a statement.

"You do not want to give Jeff Bezos a seven-year head start."
Hear what else Buffett has to say...

https://www.cnbc.com/id/100431855

asurea®

ERS Roster of Team Members

Asurea's Emergency Response System

Client	Spouse	Company of Policy	Date

Team Member	Relationship	Phone Number	City	Notes

"Who else, besides you and your beneficiary, know that you are protecting your family today? To make sure the death benefit is received by your beneficiary, our company gets ten names, including beneficiary, family and friends.

We get ten names because when something happens, five of these people aren't going to answer. Obviously your beneficiary will be first, and who is a responsible adult in the local area that you would also like to add?"

(Get as many names as you can).

ERS Guidebook

Emergency Response Guidebook
Plan For Peace of Mind

This booklet is designed to help you record your personal and financial information so that your family and ERS team members can access it and deal with the financial changes that occur during this time.

Taking the time to plan for your final wishes gives you peace of mind and allows your family to focus on honoring and celebrating you.

asurea®
The Simple Solution

asurea®
The Simple Solution

ERS Guidebook Information

Personal Information (for death certificate)

Name_____ Social Security #_____

Date of Birth_____ Place of Birth_____

Current Address_____

Marital Status_____ Name of Spouse_____

Maiden Name_____ If Veteran, Serial #_____

Branch of Service_____ Rank_____

Date Entered Service_____ Date Discharged_____

Union/Fraternal Organizations_____

Family Information

Father's Name_____ Mother's Name_____

Mother's Maiden Name_____

Children's Names_____

Family Members to Notify

Name_____ Phone #_____

Name_____ Phone #_____

Name_____ Phone #_____

Financial and Legal Affairs

Executor of Estate_____

Attorney_____

Special Requests_____

_____

_____

_____

_____

Insurance Plans: Health, Life, Home, Auto, etc.

Type_____ Company_____ Policy #_____

Type_____ Company_____ Policy #_____

Type_____ Company_____ Policy #_____

Type_____ Company_____ Policy #_____

Type_____ Company_____ Policy #_____

Banking: Checking or Savings

Type_____ Institution_____ Account#_____

Type_____ Institution_____ Account #_____

Type_____ Institution_____ Account #_____

Credit Cards

Company_____ Account#_____

Company_____ Account #_____

Company_____ Account #_____

Investment or IRA Accounts

Institution_____ Account#_____

Institution_____ Account #_____

Institution_____ Account #_____

Funeral Requests

I Prefer: ☐ Burial ☐ Entombment ☐ Cremation

Preferred Funeral Home_____

Cemetery Name_____

Director_____

ERS Guidebook Information

Location of Important Documents
Locate and store these documents for safekeeping. Make sure to put this booklet and your documents in a safe place where your family and friends can easily and immediately access it.

Safe Deposit Box _____

Will and Testament _____

Birth Certificate _____

Marriage Certificate _____

Stocks/Bonds _____

Military Records _____

Savings Passbooks _____

Automobile Papers _____

Insurance Policies _____

Mortgage/Property Deeds _____

Tax Information _____

Dear Family and Friends,

In this booklet, I have recorded key information and a list of where to locate my important documents. Please give the directions on the second page to my funeral director so that my final wishes may be fulfilled.

I hope this information will allow you to spend more time reflecting on the special memories we've shared and less time on planning details.

Completed by _____ on _____
　　　　　　　　　　　　PRINT NAME　　　　　　　　　　　　　　　DATE

Signature _____

asurea