

CSI: DBS

Case Solution Investigation



Insuring Love

Situation: Periodically, an event occurs in our life that reminds us of the important role life insurance plays as a base to a sound financial plan in the lives of our customers. Recently I received a call about a young couple who were just starting their life together. The financial representative prepared me for the call by sending me the background on a recently established LLC which the husband was involved in with another young individual (whom we will call Don). The focus of our call was on the insurance needs created by the growing one-year business relationship.



Problem: No one knows what the future holds.
One moment life is unfolding exactly as planned,
and the next . . . the direction can turn on a dime.

Solution: I pointed out that risk control is the critical need in any start-up business. I noted that when a business is in its very early formation stages, protection of the business may ultimately mean protection for the family. Plan implementation needs to focus on covering catastrophic losses for both our financial representative's prospect, and those of his young partner. Unfortunately, the financial representative will not be able to present the plan to the business partner - Don. That night on his way home from work, Don's car inexplicably veered off the road and hit a tree - killing him. He leaves a wife and small children.

Result: We all want our loved ones to have lives filled with opportunities and happiness. We often look for ways to make an impression on loved ones with our gifts, but most of the gifts are short-lived in nature: candy, flowers, dinner. In honor of Life Insurance Awareness Month why not propose that your prospects consider a gift of life insurance? Life insurance may not be the first thing that comes to mind when it comes to giving a gift, but it is a gift that continues to give.

DBS.
Uncovering
solutions to
your difficult
cases.



©2017 Diversified Brokerage Services, Inc.
5501 Excelsior Blvd., Minneapolis, MN 55416
800.869.1DBS / 952.697.5000
www.DBS-LifeMark.com

This is designed to provide general information in regard to the subject matter covered. It should be used with the understanding that we are not rendering legal, accounting or tax advice. Such services should be provided by your own advisors. Accordingly, any information in this document cannot be used by any taxpayer for purposes of avoiding penalties under the Internal Revenue Code.