

HOW ARE MY LIFE INSURANCE PREMIUMS REALLY DETERMINED?



Whats the bottom line on quotes and rates. Life insurance agents love to give you the lowest quotes on premiums, that assume you are a young, Jack La Lanne, but the bottom line is that it is your current (not past, or future) health condition determines what rate class you will be in.

All life insurance companies use underwriting classifications that look like this:

First, are you ***male or female***: (Females pay less than males, bottom line)

- Preferred Plus, Non-Tobacco (No use of tobacco or nicotine based prods in last 36 months)
- Preferred Non-Tobacco (No use of tobacco or nicotine based prods in last 24 months)
- Standard Plus, Non-Tobacco (No use of tobacco or nicotine based prods in last 12 months)
- Standard, Non-Tobacco (No use of tobacco or nicotine based prods in last 12 months)
- Standard **Tobacco (This is the rate for all smokers)**

So which class do we quote you on? If we were just trying to sell you, than of course the “cheapest rate” would be the best quote (Preferred Plus, Non-Tobacco) but guess what, if we are ***honest and professional***, than this only serves to disappoint our clients when that rate ends up not being offered. (If it is offered, great!) Proposals are not insurance contracts or policies so we suggest that instead of asking us for a proposal (a quote of what your rate would be if a policy were issued to you, as a result of underwriting, which includes a paramedical examination and review of your medical file) you instead start the inevitable process (assuming you want to be insured) of applying for a policy that, once issued and offered to you, you will either:

- ✓ **Decline the policy**
- ✓ **Accept the policy and put it in force**
- ✓ **Request that an alternate policy with either a smaller face amount or shorter benefit duration be issued for you**

You have nothing to lose by starting the process and the important thing is the time you are saving by starting today. It takes time to complete a paramedical exam, get copies of your doctors medical records on you, ect. The sooner you find the best policy for yourself (Best plan design and price) the sooner you can sleep good at night!

By the way, **if you smoke now**, then you would of course have to be rated as a smoker, no matter where you purchase life insurance, but what we can do here is, as soon as you have abstained from cigarette smoking for “1” year we can get your policy re-issued (and re-rated) at a non smoker rate, but in the meantime, you loved ones were protected.

LIFE INSURANCE; THE ONE SURE WAY TO MAKE SURE YOUR DEPENDENTS ARE FINANCIALLY LOOKED OUT FOR !