



The Woman Entrepreneur *An Underserved Market?*

“Women control about 80% of household spending and, using their own resources, make up 47% of investors. Women buy 81% of all products and services and sign 80% of all checks written in the U.S. Women influence 85% of all automobile purchases. They also head 40% of all U.S. households with incomes over \$600,000 and own roughly 66% of all home-based businesses.” (Heffernan, Margaret, "The Female CEO," Fast Company Magazine, August 2002.)

Studies show women want a relationship with their financial advisor. By committing to your female client base, you will take great strides in increasing your referral sources and growing your business.

Performance Evaluation for Your Life Insurance Policy
is a consumer-driven process focused on
the life insurance need and the best products the market has to offer.

Your client's needs change. Products improve in design and efficiency.
Conduct a *Performance Evaluation* on their life insurance portfolio every 24 to 36 months.

Performance Evaluation. Setting service expectations for your growing business.

Key Facts About Women-Owned Businesses *from the Center for Women's Business Research*

- Nearly **10.4 million firms** are owned by women (50% or more), accounting for **2 in 5 (40.2%)** of all businesses in the country, **employing over 12.8 million** people and generating **\$1.9 trillion in sales**
- For the past two decades, majority women-owned firms have continued to **grow at around two times the rate** of all firms (42% vs. 24%)
- **More than two-thirds** of women business owners choose financial products and services **based on their relationships**
- Women and men business owners have **different management styles**. Women emphasize relationship building as well as fact gathering and are more likely to consult with experts, employees, and fellow business owners.

For additional Key Facts and Numbers by region, state and metro area, please visit
the Center for Women's Business Research at www.womensbusinessresearch.org/facts/index.php

*Performance Evaluation
creates opportunities
in reaching out to new markets.*

Connie Mark is putting the final touches on a remarkable career. She has spent the last 34 years helping grow one of the most prestigious market and data research companies in the world, starting as a business analyst and working her way to CEO status. Throughout her career, she has maximized her qualified plans, participated in deferred comp programs and always invested 100% of her bonuses. Her retirement plan is set, and she looks forward to relaxing and sticking her toes in the sand.

In evaluating assets with her financial planner, Connie wondered what to do with her life insurance portfolio. The whole life plan she purchased 30+ years ago did exactly what it was supposed to do, build exceptional cash values during her working years while protecting her family in case of an emergency. With more than enough money set aside for retirement, and Required Minimum Distributions set to start within the next 18 months, the cash value in the whole life policy is no longer needed. Maximizing wealth transfer is now the primary goal.

The financial advisor suggested a third-party *Performance Evaluation* of the current policy and offered suitable wealth transfer techniques in order to get the policy's death benefit into her existing irrevocable life insurance trust.

Life Insurance Goal: Maximize Policy Death Benefit

Current In-Force Policy

Excellent Par Life Insurance Company

Whole Life Insurance Paid-Up @ 65

Policy #xxxxxxxxx dated 01-01-1987

Owner:	Connie Mark	Total Death Benefit	\$4,032,516
Beneficiary:	Primary: Joe Mark, Husband	Total Cash Value	\$1,898,485
	Contingent: Eva Mark, Daughter	No Further Premiums Required	

Proposed Alternative

\$1035 cash value exchange into a Single Premium Immediate Annuity (SPIA);

Purchase new Universal Life policy with Lifetime No-Lapse Guarantee Death Benefit:

Owner & Beneficiary: The Connie Mark Irrevocable Trust dated 01-01-1997

Policy 1

A+ Life & Annuity Company

SPIA with Life Only Annuity Payout

Total Death Benefit	\$	0
Annuity Payout	\$	155,700

- Payout guaranteed for Life of Annuitant

Policy 2

Major Metro Life Insurance Co.

UL with Lifetime NLG Death Benefit

Total Death Benefit	\$6,000,000
Premium	\$ 155,700

Transfer \$4,032,516 Out of Estate
\$2,016,256 Tax Savings (50% Estate Tax)
Guarantee **\$6,000,000** Death Benefit in Trust