Reverse Breadwinner for Older/Health Issues

Final Expense

There will be times when you receive a lead for an older couple, that you will discover when you call them to set the appointment, that one of them has some serious health issues (usually the male.) The mistake we make is to assume the lead is no good because they may indicate that they only want coverage on the sick one . . . big mistake!

Here is how to sell that client every time!

1. Assume NOTHING! Call and set the appointment as you would any other case. DO NOT ask extra questions about health, etc. Simply let them know that you have carriers that can handle any type of health challenges (which is true.)

2. Go on the appointment knowing that they are probably concerned with coverage for the sick one.

Ask your clients, "Which one of you is it more important to cover/insure?"

When they answer, "Him," (the sick one) ask why and then explain to them the concept of insurable interest.

"Sir, when you die there will be no financial burden to her, as a matter of fact, more of her time will be freed up to earn a small income (if she wants) as she will no longer need to care for you. However, if she dies first (and don't think because you have more health issues now that she can't go first) who will provide for your much needed care? That care will represent an expense to you. This death benefit is necessary to pay for your future care.

In essence, at this point in time, she is the breadwinner. The advantage here is that because, Ma'am, you are a female and still free from major health issues, I can get you a great rate because of the carriers and products I have available. We can guarantee you ownership so that even if your health deteriorates, the rate won't change and the coverage will stay in force.

I can also set this up with a guaranteed money back provision… here's how it works."

Quote rates for her (the healthy one), read and react from there and fit their budget.

3. After you have written her (the healthy one) then you can quote him (the sick one).

Use a graded policy (as needed) for the quote.