

Building Your Agency

Insurance professionals are always looking for ways to find new sources of revenue. Life settlements are the solution.

Are you searching for ways to increase your competitive edge, build market share and create new sustainable revenue sources? The insurance industry, its agents/brokers, Independent Marketing Organizations and Brokerage General Agencies are moving into life settlements as a way to impact the bottom line while also providing a valuable service to their customers.

Life settlements allow policy sellers to maximize the value of their existing life insurance by selling unwanted insurance in the secondary market. Many firms are sitting back to watch how this secondary market develops. This is a mistake and by doing so, those firms will potentially miss out on tremendous opportunity and growth.

You almost certainly have clients who would benefit from a life settlement. Simply put, life settlement knowledge and the ability to provide intelligent, informed advice on this topic is essential. You have a responsibility to your clients to enter the secondary market for life insurance. If you do not, your competitors will... and your clients will go with them.

Peachtree Life Settlements is best equipped to help you enter this marketplace. Our team of life settlement experts will provide your business and your clients with the most up-to-date and innovative specialty finance solutions in the market today. We measure up to the highest standards and we deliver. By providing timely service, prompt processing and regulatory compliance, Peachtree Life Settlements is a leader in the field.

A New Source of Revenue

How often are you presented with an opportunity to profit from an industry as it reinvents itself? The life settlement industry is the fastest growing segment of the traditional life insurance market because:

- ◀ The population is aging and many people have excess insurance.
- ◀ Cash surrender values are not set efficiently and do not represent the market value of the policy.
- ◀ Life settlements provide a better alternative for customers and agents as both benefit from the transaction.
- ◀ Your existing clients generate new sources of revenue while you are helping them in the process.

Cross-Selling Opportunities

According to statistics released by an industry trade group, nearly half of all life settlement transactions result in the purchase of new insurance products¹. Thus, you help your client realize the value of their existing asset and you can assist them in obtaining a new one - an asset more appropriate for their current circumstances.

1 - Source: White Paper, "Cashing in on Unneeded Life Insurance policies" (2006), by Life Insurance Settlement Association Marketing Committee



Looking to
increase your REVENUE?
Peachtree
Life Settlements
is your solution!

...with Peachtree

Why Peachtree Life Settlements?

Peachtree Life Settlements is an acknowledged leader and pioneer in the life settlement industry. Peachtree has unmatched industry knowledge and experience. As one of the nation's largest life settlement providers, we have purchased, and currently service, over \$2 billion in policy benefits². We are renowned for our efficiency, integrity, innovation and dedication to excellence. Peachtree is committed to developing a broad range of educational programs and materials to help consumers and financial professionals understand the secondary market for life insurance.

Our Mission: To become the largest life settlement company in the U.S. while adhering to the highest ethical and regulatory standards.

We will accomplish our mission by:

- ◀ Having access to the capital markets to help ensure a consistent supply of competitive financing.
- ◀ Identifying and building relationships with intermediaries who facilitate the sale of qualified life insurance policies.
- ◀ Presenting new opportunities for consumers and their financial professionals to participate in the life settlement market.
- ◀ Using our expertise and experience in specialty finance to continue developing innovative solutions.
- ◀ Ensuring our in-house compliance and legal professionals work actively with state regulators to educate, promote, and establish model practices.