

# FINAL EXPENSE

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**Mark Bolger**

*Director of Sales - Life & Final Expense*

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# About Us

- Location: Warminster, PA (right outside Philadelphia)
- Products:
  - Fixed, Index and Immediate Annuities
  - Universal Life
  - Index Universal Life
  - Single Premium Life
  - Simplified Issue Term/UL Life
  - Whole Life – Participating/Non-Participating
  - Final Expense Life
  - Term Life
  - Long Term Care
  - Medicare
  - Hospital Indemnity
  - Dental Plans

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# Our Website

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[www.pfsinsurance.com](http://www.pfsinsurance.com)

- Available 24/7
- Forms Online
- Discounted CE's and E&O
- Current Annuity/Life & LTC News
- Website Creating
- Turnkey Seminars
- Annuity Quote Engine
- LTC Quote Engine
- Term/GUL Quote Engine
- Medicare Quote Engine
- Final Expense Quote Engine





# Pinnacle Mobile Quoting App



## Pinnacle Quoting

Pinnacle Financial Services, Inc.

★★★★★ 5.0, 1 Rating

Free

### Screenshots

iPhone

iPad



Free online Quoting Tools from Pinnacle Financial Services lets you quote insurance products fast and easy on the go. You can access this time saving tool directly from our free mobile app that can be downloaded to your mobile device. Use our mobile app in finding the best rate in seconds.

#### FEATURES

- View Medicare Supplement rates, anywhere in the county

[more](#)

# Paperless Contracting



Saves Time



More Efficient



Apply for multiple carriers at one time



Save your information, go back in the future and add additional carriers in minutes.



# Final Expense Explained

Whole Life policies with small death benefits

\$1,000 - \$50,000

Death Benefit NEVER decreases, and Premiums NEVER increase

Non-Medical Underwriting - No Medical Exam!

- Simplified Issue
- Graded/Modified
- Guaranteed Issue

Designed for seniors – many with living benefits included at no cost (Accidental & Accelerated Death Benefit Riders)

Builds cash value

# Final Expense Plans - Explained

- SAMPLE PREMIUMS
- 65-year-old Male, Non-Smoker

3 Types of Plans	Benefits
1. Level <ul style="list-style-type: none"> <li>• Immediate Coverage/Immediate Death Benefit               <ul style="list-style-type: none"> <li>• Simplified Issue – Must answer 'NO' to ALL health questions</li> </ul> </li> <li>• For Clients with little to no health issues</li> <li>• Best Rates</li> <li>• Best Commissions</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 Death Benefit</li> <li>• \$44.42 per month</li> </ul>
2. Graded/ Modified <ul style="list-style-type: none"> <li>• Limited Death Benefit: Graded for 2 years w/ ROP +10%</li> <li>• Simplified Issue – 1 or more 'YES' answers to health questions</li> <li>• For Clients with minor to semi-major health issues</li> <li>• More Expensive than Level Benefit, Cheaper than Guaranteed Issue</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 Death Benefit</li> <li>• \$64.77 per month</li> </ul>
3. Guaranteed Issue <ul style="list-style-type: none"> <li>• Limited Death Benefit: Graded for 2 years w/ ROP +10%</li> <li>• NO UNDERWRITING</li> <li>• For Clients with major health issues</li> <li>• More Expensive than Level, Graded/Modified Plans</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 Death Benefit</li> <li>• \$70.82 per month</li> </ul>

# Final Expense - Carriers & Plans

<p><b>Level</b></p>	<ul style="list-style-type: none"> <li>• Americo</li> <li>• Cigna</li> <li>• Columbian Life</li> <li>• CVS Health</li> <li>• Foresters</li> </ul>	<ul style="list-style-type: none"> <li>• Lumico</li> <li>• Mutual of Omaha</li> <li>• Son's of Norway</li> <li>• Transamerica</li> <li>• United Home Life</li> </ul>
<p><b>Graded/ Modified</b></p>	<ul style="list-style-type: none"> <li>• Cigna</li> <li>• Columbian Life</li> <li>• Foresters</li> <li>• GTL</li> </ul>	<ul style="list-style-type: none"> <li>• Mutual of Omaha</li> <li>• Transamerica</li> <li>• United Home Life</li> </ul>
<p><b>Guaranteed Issue</b></p>	<ul style="list-style-type: none"> <li>• AIG</li> <li>• Americo</li> <li>• Gerber Life</li> </ul>	<ul style="list-style-type: none"> <li>• Great Western</li> <li>• Son's of Norway</li> <li>• United Home Life</li> </ul>

# Paper Application

- Easy to Complete
  - Knock out Questions- Can not be covered if “YES” answers
  - Immediate vs Graded Questions- Yes answers will have a graded benefit issued.
- Submission
  - Application can be faxed or uploaded via secure email. Pinnacle will scrub applications before submitting to carriers.

ever been diagnosed, treated, tested positive, or been given medical advice, or prescribed medication by a member of the medical profession for:

ner's disease, dementia, memory loss, muscular dystrophy, or ALS (Lou Gehrig's disease)? ...

stive heart failure or cardiomyopathy, chronic kidney disease or kidney failure, or received kidney transplant, cirrhosis of the liver, liver failure or other liver diseases (excluding Hepatitis A, B, or C)? .....

sema, chronic obstructive pulmonary disease (COPD), or any other chronic respiratory or lung disease or asthma? .....

atic cancer (cancer that has spread to other parts of the body)? .....

) or more occurrences of cancer of any kind or a reoccurrence of a previous cancer? .....

ARC, or HIV? .....

twenty-four (24) months, have You been diagnosed, treated, tested positive, or been given medical advice, or prescribed medication by a member of the medical profession for:

il cancer or malignant melanoma (not basal cell skin cancer)? .....

ications of diabetes, including amputation, retinopathy (eye disease), nephropathy (kidney disease), diabetic shock, or diabetic coma? .....

c hepatitis or alcoholic hepatitis? .....

twenty-four (24) months, have You received a diagnosis, been treated, received medical treatment, or been prescribed medication by a member of the medical profession for drug or alcohol abuse/dependence?

last twelve (12) months, have You been advised to have tests, surgery or hospitalization (excluding tests, surgery or hospitalization which have not been completed, or waiting for a medical diagnosis or results of medical tests or surgery)? .....

twelve (12) months, have You been diagnosed, treated, tested positive, prescribed medication, or received medical advice from a member of the medical profession for:

lasty (balloon procedure), stent placement, or heart bypass surgery? .....

; Heart attack, heart valve disorder, coronary disease, angina (chest pain), or heart disorder (excluding heart failure, heart failure with preserved ejection fraction, and hypertension)? .....

received advice from a member of the medical profession to have, are You waiting for, or have You received a heart, lung, or kidney transplant? .....

ow, or within the past six (6) months have you been:

alized for 48 hours or more, bedridden or confined to or living in a nursing facility or correctional institution, or been advised by a member of the medical profession to receive hospice care? .....

ing home health care for a chronic or debilitating condition? .....

ing assistance with activities of daily living, including eating, bathing, toileting, or dressing due to a chronic or debilitating condition? .....

ed to a wheelchair or using a walker for a chronic illness (except in the case of a temporary condition)? .....

ee (3) months or less)? .....

xygen to assist in breathing? .....

been diagnosed with a terminal illness that is expected to result in death within twenty-four (24) months? .....

# E-Application

- Log Into pfsinsurance.com
- Go to Services
- Go to Forms
- Select iGo E-App



# Estimated Cost of Funeral Expenses

## Funeral Home Services

- Traditional Funeral for a Burial Service  
(Preparation, visitation and transportation) \$2,500 .....
- Direct Burial (No visitation) \$1,500 .....

## Cremation

- Cremation Services \$1,995 .....
- Memorial Services \$1,995 .....
- Cremation Urn \$450 .....

## Casket

- Basic \$995 .....
- Standard \$2,495 .....
- Premium \$5,995 .....

## Vault

- Basic (Concrete) \$995 .....
- Standard (Steel) \$1,495 .....

## Cemetery

- Burial Plot \$1,500 .....
- Cemetery Charges (Opening & closing of the grave) \$1,500 .....

## Monument

- Basic (Flush) \$500 .....
- Standard (Upright) \$1,200 .....

## Flowers

- Casket Spray \$350 .....
- Floral Stand \$300 .....

## Miscellaneous

- (Sales tax, music, clergy, extra cars, police escort, clothing,  
catering, death certificates & any other extras) \$500 .....

**ESTIMATED FUNERAL EXPENSES:** .....

\*These costs are for estimating purposes only and actual costs may vary. This is not intended to be anything other than a guide to help estimate what a funeral may cost.

# Simplified Issue

- Face Amounts: \$2,000 - \$40,000
- Issue Ages: 45 – 85
- Level & Graded Plans Available
- Quickest Issue
- Name Recognition
- e-App Available on Pinnacle Website
- Up to 115% first year commission w/ advancing



**MUTUAL *of* OMAHA**

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# Simplified Issue

- Coverage amounts from \$1,000 - \$50,000 depending upon age of the insured (Level & Graded Plans Available)
- Issue Ages 0 - 85
- No point-of-sale phone interview
- e-App available
- Simplified Issue Underwriting
- Immediate Full Death Benefits for Several Major Health Conditions: (Insulin Diabetics, COPD, heart attack, stroke, etc.)
- Same Commissions for all ages 0 - 85 (up to 115% first year commission w/advancing)



# Simplified Issue

- Face Amounts: \$2,000 - \$35,000
- Issue Ages: 50 - 85
- Plan eligibility determined at point of sale
- No medical exam, no blood
- Personal Health Interviews (PHI's) available 7-days-a-week
- Complete in the comfort of the client's home
- \*Up to 105% first year commission w/ advancing



# Simplified Issue

- Issue Ages: 50 - 85 for Preferred/Standard; 50-80 for Modified
- Face Amounts: \$5,000 - \$30,000 for Preferred/Standard; \$5,000-\$15,000 for Modified
- Two Risk Classes
  - Preferred - Day 1 coverage
  - Standard/Modified - Graded for 3 years; 25, 50, 75% / 10, 25, 50%
- Receive instant decision and immediate coverage in about 10 minutes
- E-App Only
- Unisex Build Chart
- Accelerated Death Benefit Rider included for free
- \*Up to 115% first year commission w/ advancing



# Simplified Issue

- Face Amounts:
  - Issue Ages 0 – 59: \$25,000 - \$50,000
  - Issue Ages 60 – 85: \$10,000 - \$50,000
- Simplified Underwriting
- e-App Available
- Refunds to Members
  - Dividends end of year 2
    - Paid up Additional Insurance
    - Paid in Cash
    - Reduce Premiums
- Optional Riders
  - Children's Insurance
    - \$5,000 to \$20,000 until age 22
    - Convert at 22 up to 5 times rider amount
  - Guaranteed Purchase Option: No proof of good health needed
    - Issue age 0-35
    - Purchase at 25, 28, 31, 34, 37 & 40
    - Minimum increase is \$10,000
    - Maximum is lesser base or \$25,000
- Up to 80% first year commission w/12 month advancing



# Simplified Issue

- Eagle Series Product
- \$2,000 - \$30,000 Face Amounts for ages 50 – 85
- Paperless Application (e-App or Telephone Sales)
  - Premier – First Day Coverage w/accidental death benefit rider included at no cost.
  - Guaranteed – Graded for 3 years
- Quit Smoking Program - Receive non-tobacco rates for the first 3 years.
- Up to 120% first year commission with advancing



# Simplified Issue

- Face amounts starting at \$3,000 and continuing up to \$35,000\*\*
- Level, Graded or Modified death benefits (in most states)
- Up to 125% commissions with 9 month advancing
- Available to clients ages 60 - 89 (issue age of applicant at last birthday)
- Affordable coverage
- Point of sale pre-approval
- Low-cost marketing to existing clients
- Rated “A” Excellent by A.M. Best Company<sup>1</sup>
- Jet Pre-Approval telephone interview allows applicants to be pre-approved for coverage at point of sale, based on current health history and age. This process is quick, easy, and helps expedite policy issue

The Aetna logo is displayed in a bold, purple, lowercase sans-serif font. The word "aetna" is followed by a registered trademark symbol (®) in a small circle.

# Simplified Issue

- Face amounts starting at \$2,000 and continuing up to \$50,000\*
- Available to clients ages 40 – 89
- Risk Classes:
  - Super Preferred – only if client purchased Aetna Med Sup in last 6 months - 10% discount
  - Preferred & Standard
  - Modified w/ROP + 10%
- NO Height/Weight chart
- Diabetic friendly – insulin not mentioned, diabetes at any age is OK
- Cardiac history events can get first day Standard within 12-24, Preferred with 24+ months
- COPD, Parkinson's, Lupus can get first day and are Standard
- Depression, Bi-Polar, PTSD, Schizophrenia are Preferred
- 2-year look back on cancer for Standard or Preferred
- Accept Social Security Billing
- e-App w/instant decision (tele-sales or face-to-face), Paper app & Point of Sale Interview, agent support: 866-272-6630
- Up to 115% commission for Super Pref, Pref & Standard & up to 105% with Modified, both with 9 month advancing



# Simplified Issue

- Face amounts from \$2,000 - \$25,000
- Coverage for individuals, ages 50 - 85
- Non-medical easy issue with 72-hour turnaround
- No paramed, no APS
- e-App available
- Phone sales available
- Household rate discount
- 2 Products (Med Sup & Final Expense) 1 App
- Commissions Paid Daily w/advancing (up to 110% first year commission)



# Simplified Issue

- Dignified Choice Final Expense
- Level & Graded Plans Available
  - Face Amounts: \$2,000 - \$35,000
  - Issue Ages: 50 – 85
  - Up to 105% first year commission w/advancing
  - The following riders are available:
    - \*Accelerated Death Benefit Rider
    - \*Accidental Death Benefit Rider
    - \*Children's Term Rider



# Graded/ Modified

- Graded Death Benefit
- Heritage Plan
- Face Amounts: \$2,500 - \$25,000
- Issue Ages: 40 – 90
- Simplified Issue
- Accept/Reject Underwriting
  - 5 Yes/No Question
- NO Height/Weight Chart
  - NO MIB, RX or PHI
- Graded Plan Only
  - Year 1 - ROP + 5%
  - Year 2 - 50% of DB
  - Year 3 - 100% of DB
- e-App Only
- Up to 75% first year commission w/advancing



# Guaranteed Issue

- \$5,000 - \$25,000 Face Amounts
- Ages 50 – 80
- NO health questions/NO underwriting
- e-App and Paper Applications available
- Required premium payments stop at or before age 90
- Living Benefits Included at NO Cost - Terminal Illness Rider & Critical Illness Rider
- Product Builds Guaranteed Cash Value
- Multiple payment options (ACH, social security debit card, and credit card) for initial and recurring payments
- Up to 80% first year commission w/ advancing



# Guaranteed Issue

- Ages 50 - 80
- \$5,000 - \$25,000
- Guaranteed Issue – no health questions
- Graded benefit for 2 years
- Return of Premium plus 10%
- e--App and Paper App available
- Up to 60% first year commission
- You can't be turned down for a Guaranteed Life Insurance Plan. The only requirement for obtaining a Gerber Life Guaranteed Life Whole Life Policy with \$5,000 to \$25,000 in guaranteed coverage is that you are between 50 and 80 years old. That's it! There are no medical exams, no health questions, no waiting for test results.
- Your acceptance – regardless of your health – is guaranteed! Your spouse, if aged 50 to 80, is also eligible for up to \$25,000 in guaranteed protection with the Gerber Life Guaranteed Life Insurance Plan.



**Gerber Life  
Insurance**



# Guaranteed Issue

- \$5,000 - \$25,000 Face Amount
- Issue Ages 0 – 85
- No Medical Questions/No Medical Exam
- Graded Benefit for 2 years with 10% interest
- e-App & tele-sales app Available
- Up to 40% first year commission w/12 month advancing



# Guaranteed Issue

- Graded for 2 years with a return of premium plus 10%
- Simplified Issue Option:
  - Only 3 questions
  - If answered “No,” face amount increases by 25%
  - First day coverage
- Ages: 50 – 80 (1<sup>st</sup> Day Coverage)  
40 – 80 (Guaranteed Issue)
- Face amounts \$2,500 – 40,000 (1<sup>st</sup> Day) \$1,000 - \$40,000 (Guar. Issue)
- E-App Only
- Up to 100% First Year Commission for Level Benefit/Up to 60% First Year Commission for Guaranteed Issue



# Final Expense – FREE Lead Generation

<b>Existing Client Base</b>	Cross-Sell your existing client base by offering final expense
<b>Networking/ Referrals</b>	Attend local networking events to build connections with local businesses and professionals. Establish business relationship for referrals
<b>In the Community</b>	<ul style="list-style-type: none"><li>• Family Members</li><li>• Friends</li><li>• People in your Community (Church, School, Gym, etc.)</li></ul>

# Final Expense – \$\$\$ Lead Programs

<b>Direct Mailers</b>	<ul style="list-style-type: none"><li>• Most Effective</li><li>• Takes 3-4 Weeks for Leads</li><li>• \$450 - \$475 per 1,000 mailer</li> <li>• Per Piece Lead</li><li>• \$25 - \$50 per lead</li><li>• 10 lead min for ongoing or 20 lead min for one time order</li></ul>
<b>Internet Leads</b>	<ul style="list-style-type: none"><li>• Most Cost Effective</li><li>• Available Immediately</li> <li>• Facebook Leads</li><li>• \$20 - \$30 per leads</li></ul>
<b>Telemarketing Leads</b>	<ul style="list-style-type: none"><li>• Instant Transfers</li><li>• Calls are Recorded</li><li>• As low as \$12 per lead</li></ul>

# Final Expense – Lead Vendors

- **TARGET LEADS**  
[www.targetleads.com](http://www.targetleads.com)
- **LEAD CONCEPTS**  
[www.leadconcepts.com](http://www.leadconcepts.com)
- **RGI**  
[www.rgida.com](http://www.rgida.com)
- **AGED LEAD**  
[www.agedleadstore.com](http://www.agedleadstore.com)
- **LEAD HEROES**  
[www.leadheroes.com](http://www.leadheroes.com)
- **ARM**  
[www.armleads.com](http://www.armleads.com)

# Thank You for Attending!

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