

# The Life Insurance Design Questionnaire

## How to match your Life Insurance with your needs?

The Life Insurance Design Questionnaire is an assessment tool that enables your insurance advisor to assist you in the selection, design and purchase of life insurance products. While there are significant differences between companies, products tend to fall into several broad categories. Before you select a product or company, however, it is important to ask:

Is this the right type of insurance?

Is the policy designed to meet my needs and preferences?

The Life Insurance Design Questionnaire is intended to help you and your advisors answer these questions, so that you select the right type of insurance and that the policy is designed to meet your needs.

# Life Insurance Design Questionnaire

## Insured Information

Client Name(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_

Date(s) of Birth: 1. \_\_\_\_\_ 2. \_\_\_\_\_

Gender (M/F): 1. \_\_\_\_\_ 2. \_\_\_\_\_

Proposed Policy Owner: \_\_\_\_\_ State of Ownership: \_\_\_\_\_

**Do you have existing Life Insurance?**  Yes  No (if yes, please list the following details)

Issuing Company	Insured	Owner	Death Benefit	Premium Amount	Purpose of Coverage	Type of Insurance
					<input type="checkbox"/> Personal <input type="checkbox"/> Business <input type="checkbox"/> Other	<input type="checkbox"/> Permanent <input type="checkbox"/> Term
					<input type="checkbox"/> Personal <input type="checkbox"/> Business <input type="checkbox"/> Other	<input type="checkbox"/> Permanent <input type="checkbox"/> Term
					<input type="checkbox"/> Personal <input type="checkbox"/> Business <input type="checkbox"/> Other	<input type="checkbox"/> Permanent <input type="checkbox"/> Term

## Basic Financial Information

Estimated Annual <u>Income</u>	Estimated net <u>Worth</u>	Liquid net <u>Worth</u>	Cash/Cash <u>Equivalents</u>	Tax Bracket
				<input type="checkbox"/> 0-22% <input type="checkbox"/> 24-35% <input type="checkbox"/> Over 35%

Please indicate the level of previous product knowledge (N=None / L=Limited / G=Good / E=Extensive)

<u>Stocks</u>	<u>Bonds</u>	<u>Mutual Funds</u>	<u>Options</u>	<u>Variable Annuities</u>	<u>Variable Life</u>	Alternative <u>Investments</u>

## Purpose of New Life Insurance coverage: Please select all that apply

### **Personal** (me, my family, my estate, or their estate)

- Survivor Income
- Tax Deferred Savings
- Retirement Supplement
- Long Term Care Planning
- Asset Diversification
- Estate Liquidity
- Other \_\_\_\_\_

### **Business** (Business planning, continuity or succession)\*

- Business Continuity – Buy-Sell Funding
- Business Continuity – Key Person Insurance
- Executive Benefit

### **Charitable** (for the benefit of a charity or foundation)

- Enhanced charitable gifts
- Asset replacement

\* If the purpose of new life insurance is for business planning, continuity or succession, we recommend completion of a Business Insurance Supplement to explore detailed business insurance needs

## Client Specifications

How many years do you wish to pay premiums? Check the box that best matches your preference:

- 1 year
- 10 years
- Life Expectancy
- All Years
- Unsure

How long will you require a Death Benefit? Check the box that best matches your preference:

- 20 years or less
- Life Expectancy
- Beyond Age 100
- Unsure

Do you have a need for:

Premium Flexibility?

- Yes
- No

Increasing Death Benefit?

- Yes
- No

Access to Cash Values?

- Yes       No

If the answer is "Yes," please answer the following:

Intended use of future cash values (check all that apply):

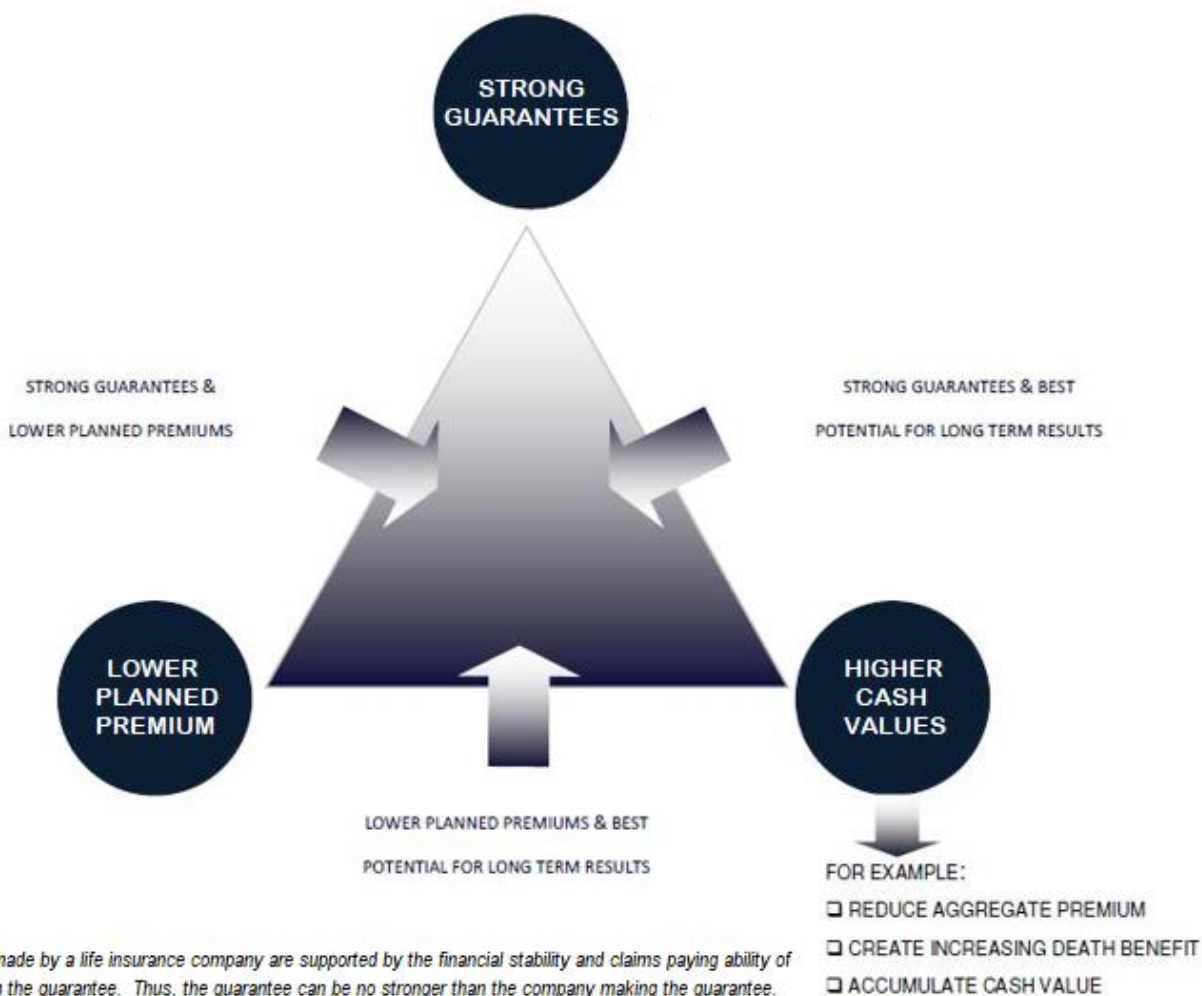
- Supplemental retirement income
- Education funding
- Wealth/Estate transfer planning
- Emergency funds
- Pay future premiums
- Long Term Care or Chronic Illness Needs
- Other (please describe) \_\_\_\_\_

## Design Priorities

Please rank the following design elements 1-5 in order of importance to you (1 being most important, 5 being least important).

Design Elements and Definitions	RANK
SAFETY: The degree of protection over your death benefit and the equity in your policy.	
FLEXIBILITY: The ability to modify your plan as needs and circumstances change.	
EQUITY: The ability to accumulate accessible cash value in your policy.	
CERTAINTY: The degree of confidence that policy design parameters will perform as expected.	
PREMIUM LEVEL: Minimizing the out of pocket expense for coverage given your goals and design priorities.	

Life insurance policies involve trade-offs between performance of cash values, guarantees, and low premiums. In some cases, it is possible to get two of these together, but no policy can offer all three simultaneously.



**Choose two of these objectives:**

- I want the best potential return in the long term.
- I want the strongest possible guarantees.
- I want to pay the lowest possible premium for a limited period of coverage.
- I want to pay the lowest possible premium for a long-term policy.

**Please answer the following questions by choosing an answer the best matches your objectives and experience:**

I'm willing to accept variations in annual return as I seek higher long-term returns.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

I'm willing to accept a decline in my cash value if that's what is required to obtain potentially higher long-term returns.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

I'm willing to accept a decline in my cash value if interest rates drop and the policy begins to perform worse than originally projected.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree