

STOLI/IOLI Marketing Programs

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Marketing May Focus On...

- Free life insurance for seniors
 - Creating gifts to charities
 - Creating windfalls for heirs
 - Creating funds for retirement
- Maximizing “unused personal insurance capacity”
 - Programs focus solely on the financial qualifications of applicants and not whether insurance is needed or wanted

Risks To Consider

- Issuing carrier is unaware of the marketing materials
- Issuing carrier does not accept IOLI sales
- Individual soliciting the sale is not licensed to sell insurance or appointed by the insurance company
- Applicants signing blank application forms
- Applicants signing application forms for submission to multiple carriers

Risks To Consider

- Applicants signing generic release forms for medical information
- Applicants told that no physical exams are required for a high face amount policy
- Applicants may be held responsible for premium financing loans in the event the policy cannot be life settled or the life settlement doesn't cover premium expense