

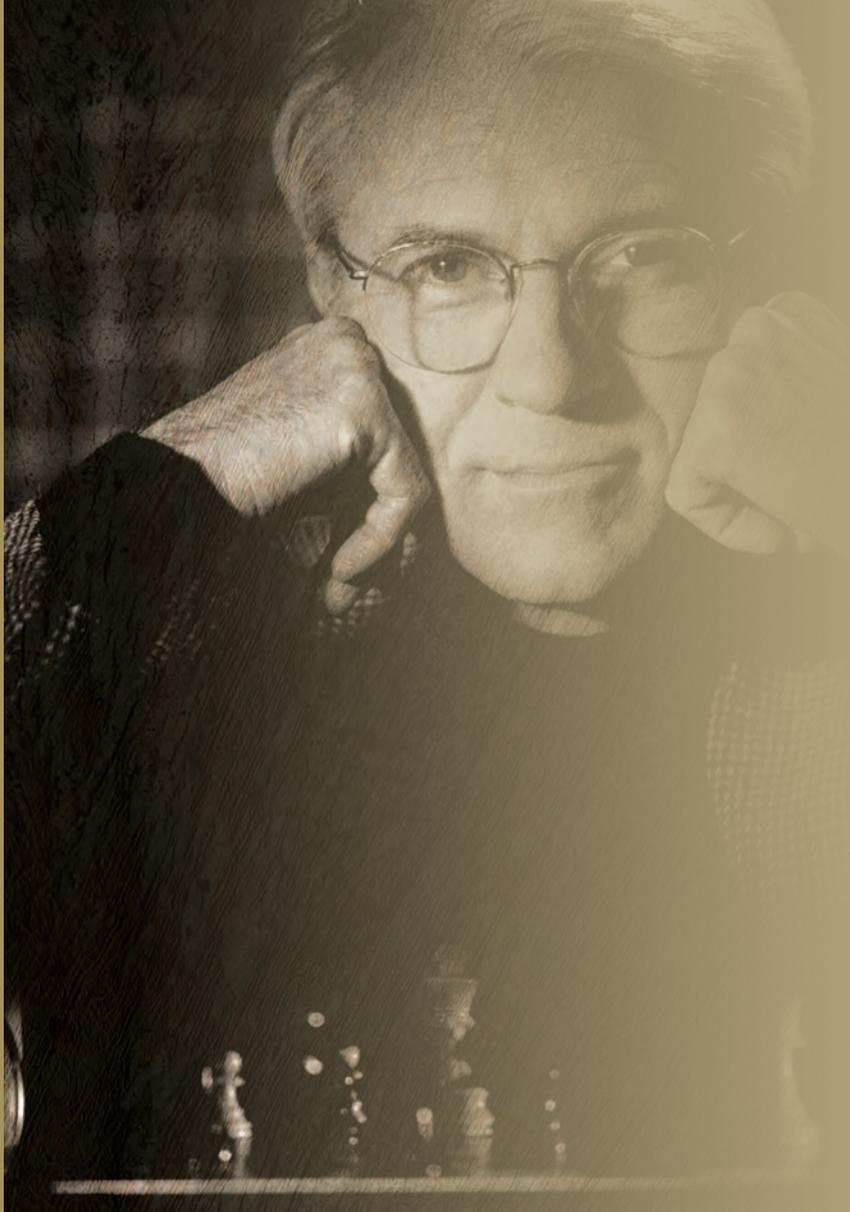


UNDERWRITING ADVOCACY

A TRANSFORMED PROCESS FOR OBTAINING LIFE INSURANCE

V A L M A R K S E C U R I T I E S





ARE YOU READY TO TAKE CONTROL?



The life insurance application process for large and complex life insurance planning situations can have many unintended results if not handled correctly with the proper amount of expertise. These surprises and potentially unfavorable results can be avoided by working with a proactive Underwriting Advocacy process and team.

Together, they provide an enhanced level of insurance, medical and risk evaluation expertise in order to confidentially represent, clarify and coordinate the details of your case throughout the underwriting process.

After reading how the underwriting process works – with and without advocacy – we invite you to take the first steps and contact your ValMark Advisor to see how our approach can positively affect your situation.





TRADITIONAL UNDERWRITING: ART OR SCIENCE? ■

HOW IS THE COST OF INSURANCE DETERMINED?

In today's world of life insurance, the price of a policy is determined by the length of the guarantee the coverage provides, your gender, your tobacco use, and your underwriting class. ***Of all of these elements, the only real opportunity for price negotiation is the underwriting class.***

While insurance companies promote the perception that underwriting class is a fact-based assessment of risk, the truth is that underwriting is more an art, than a science.

WITHOUT UNDERWRITING ADVOCACY, SURPRISES ABOUT YOUR INFORMATION COULD DRIVE UP YOUR COSTS

Before rendering a decision, carrier underwriters gather evidence and information on your health, finances and lifestyle. Surprises may arise from your medical records for a number of reasons. Physicians' records may include incomplete, inaccurate or incorrect information or diagnoses. Medical records can be difficult to interpret and understand. For example, if you've ever had a prescription, you know what a doctor's handwriting looks like.

Incomplete, inaccurate or missing information can translate into a less favorable – and more costly – underwriting class.

UNDERWRITING ADVOCACY REMOVES SURPRISES AND PUTS THE CONTROL IN YOUR HANDS

Using our knowledge of how carrier underwriters, medical directors, and actuaries make decisions, we proactively position your life insurance application in its most favorable light.

As former insurance company underwriters, your ValMark Underwriting Advocacy Team has a firm grasp of the issues *from both sides* and can better assist you in strategically obtaining the best possible underwriting rating and pricing decision.

By removing the control from an automatic system that can lead to unwanted surprises, Underwriting Advocacy places the control in your hands so you are free to choose the most favorable underwriting offers from the most appropriate life insurance companies.



CLARIFICATION OF MEDICAL DETAILS RESULTS IN A FAVORABLE RATING

A high net worth couple in their early 70s needed \$30 million of coverage. The husband was uninsurable due to multiple heart attacks. The wife was also considered uninsurable due to obesity with a history of multiple “mini-strokes,” high blood pressure, asthma, and sleep apnea.

After reviewing the case, ValMark's Underwriters determined that the wife might be insurable. They worked extensively with the wife's physician to demonstrate that the “mini-strokes” were, instead, migraines. They showed that the wife's high blood pressure was well controlled, and the asthma and sleep apnea were mild.

The result was \$30 million of coverage issued at standard rates.



UNDERWRITING ADVOCACY TRANSFORMS THE TRADITIONAL PROCESS OF OBTAINING LIFE INSURANCE

AN EXCLUSIVE PERSONAL SERVICE FOR FAMILIES OF WEALTH

Underwriting Advocacy increases the potential for obtaining favorable underwriting offers through a unique, proactive approach that adds an important level of detail, expertise and advocacy to the medical underwriting process.

Key to its success is the expert implementation provided by the ValMark Underwriting Advocacy Team. As one of the most distinguished underwriting teams in the industry, these professionals provide an enhanced level of insurance, medical and risk evaluation expertise in order to confidentially represent, clarify and coordinate the details of your application throughout the underwriting process.

THE VALMARK UNDERWRITING ADVOCACY TEAM: AN ENHANCED LEVEL OF UNDERWRITING EXPERTISE

Since 1963, ValMark has served as one of the nation's leading, independent life insurance resources for Wealth Transfer Advisors. With an estimated \$40 billion of in-force insurance with the industry's top carriers, ValMark has preferred access and leverage to negotiate arrangements on behalf of clients. It has also enabled ValMark to attract best-in-class talent from across the industry in order to provide an underwriting capability that rivals that of most carriers.

Your Underwriting Advocacy Team includes:

- Four former insurance company Vice Presidents of Underwriting;
- A licensed physician;
- A former insurance company Medical Director;
- A senior staff of case management, business processing and policy service specialists; and
- A dedicated Underwriting Advocate to provide central management for each client.

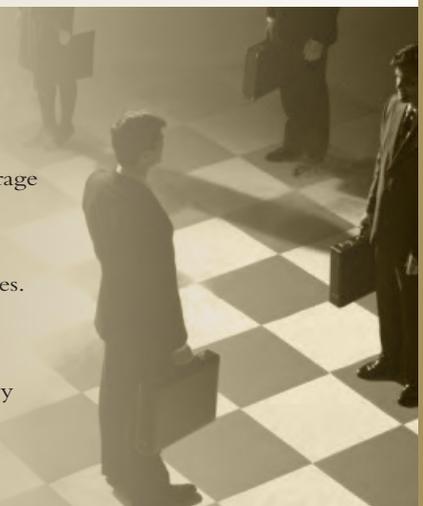
As former insurance company underwriters, your Underwriting Advocacy Team has a firm grasp of the issues from both sides and can better assist you in strategically obtaining the best possible underwriting rating and pricing decision.

STRATEGIC APPROACH TO MULTIPLE COMPANIES RESULTS IN MORE EFFICIENT INSURANCE PORTFOLIO

A couple in their early 60s with a net worth in excess of \$100 million needed \$50 million of coverage at a more efficient price. They had \$30 million of coverage in force.

Coordinating the applications for coverage with multiple companies was essential in this case. The ValMark Underwriters first used a private inquiry process to secure initial offers from the companies. Secondly, they coordinated three applications in phases to avoid exceeding carrier capacity limits. Lastly, they arranged to have the clients examined only once for all three applications.

The result was \$50 million of joint coverage at preferred rates which increased the overall efficiency of the couple's insurance portfolio.





UNDERWRITING ADVOCACY



A PROACTIVE APPROACH THAT:

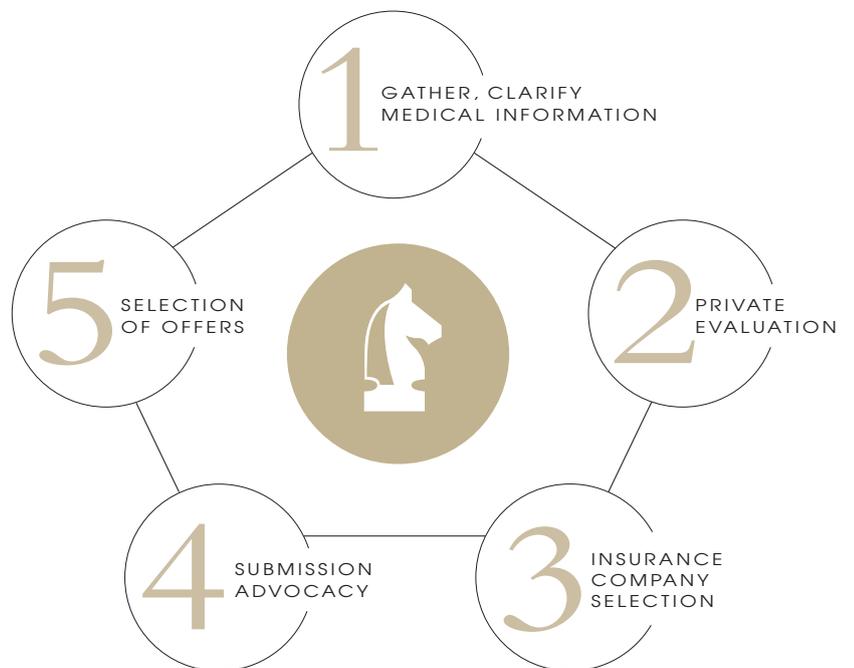
CLARIFIES FACTS ■ REMOVES UNCERTAINTY AND SURPRISES ■ INCREASES POTENTIAL FOR A FAVORABLE UNDERWRITING OFFER

The Underwriting Advocacy process leverages our insight into how decisions are made at the carrier level to confidentially represent, clarify and coordinate the details of your application throughout each phase of the underwriting process.

By proactively managing each step of the process, we remove as many surprises as possible so you are free to choose the most favorable underwriting offers from the most appropriate life insurance companies.

For a complete description of our Underwriting Advocacy process, please consult your ValMark Advisor.

UNDERWRITING ADVOCACY PROCESS



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