

# NEEDS ANALYSIS

## DETERMINE HOW MUCH INSURANCE IS NEEDED

Needs Analysis is a needs-based financial modeling tool designed to easily help you establish how much insurance your clients need. Our powerful sales concepts give your clients a clear understanding of their financial situation by presenting complex information in easy-to-understand charts and graphs. Needs Analysis allows you to revise numbers on the fly, illustrating for your clients the effects of your sales recommendations.

## NEEDS ANALYSIS OFFERS 15 SELLING CONCEPTS

Our 15 sales concepts help evaluate life and business situations to determine how much insurance is needed. When consumers are presented with their needs, a higher percentage buy and the amount of insurance almost doubles.



### BASIC LIFE INSURANCE NEEDS

Basic Life Insurance Needs evaluate 3 “income needs” periods—the dependency period (until the youngest child turns 16), the pre-retirement “blackout” period and the retirement period.

### BUSINESS VALUATION

The Business Valuation concept calculates an approximate value for your client’s business whether for estate and gift tax purposes, purchase or sale of the business, redeeming stocks, determining credit worthiness, or arranging settlements for litigation or divorce.

### COMBINATION NEEDS

The Combination Needs concept allows you to combine numerous concepts into a single report for your client. This concept includes life insurance needs for both client and spouse, disability needs for both client and spouse, education funding for children, retirement planning, estate liquidity, and long-term care. The comprehensive Combination Needs analysis develops a full picture of financial needs and priorities for you to implement with your client.

### DISABILITY INCOME

Disability products offer your clients gap coverage in their health care portfolios; protection for their most valuable asset, income; the opportunity for cost of living increases to cover inflation; insurance for a probability that’s more likely than premature death. The Disability Income concept lets you determine appropriate disability income coverage amounts for your clients.

### EDUCATION FUNDING

The Education Funding concept determines the amount necessary to send up to eight children to college. Tuition costs for nearly 3,400 U.S. and Canadian colleges—plus estimated room and board costs—are preloaded into the system. This concept compares the amount needed to any existing savings plan and illustrates both annual and lump-sum funding solutions.

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### FINANCIAL INVENTORY

The Financial Inventory concept provides a snapshot of your client's current financial position in terms of cash flow and net worth. This analysis lets you find the money to fund financial products. Since data flows from concept to concept, conducting an initial financial inventory for each client facilitates the selling of most other concepts as well.

### KEY PERSON VALUATION

Key Person Valuation provides three methods for determining the possible value of a key person and then the average value.

### LONG-TERM CARE

This concept demonstrates the effects of a long-term care situation on your client's assets. It illustrates the rising costs of nursing home care, as well as the regulations of Medicare/Medicaid. Most clients conclude that long-term care insurance is the solution to preserving their estates.

### MORTGAGE ANALYSIS

The Mortgage Analysis concept is the first step in providing a solution to a mortgage protection need. This tool illustrates the alternatives to life insurance and logically leads into the Mortgage Assurance concept in Advanced Sales.

### PENSION MAXIMIZATION

Pension Maximization is designed to determine the proper amount of life insurance needed to replace the survivor benefit of the pension or profit sharing plan.

### PRIMARY NEEDS

The Primary Needs Concept is a combination of three core concepts. In one package, you can highlight the client's basic insurance needs: survivor needs (with education), disability, and retirement.

### RETIREMENT INCOME

The Retirement Income concept looks at current sources of income as well as anticipated future earnings. Assets are earmarked for liquidation, non-use or to be conserved in retirement. Civil, military and other defined benefit programs are considered, as well as the effects of a post-retirement job. Future savings, including 401(k) plans and company matching, are projected to see if they will meet the need. The presentation graphically illustrates the client's retirement income stream and asset flow and calculates a target savings rate to achieve his or her goals.

### SURVIVOR NEEDS

Survivor Needs evaluates income replacement for a family in the case of the loss of a breadwinner, the means to pay estate settlement costs, the timely distribution of a family-owned business, the completion of family's dreams for college education and a comfortable retirement for survivors.

### WEALTH ACCUMULATION

The Wealth Accumulation Concept helps producers educate clients on aspects of savings such as timing, risk, growth and tax-advantaged investing. This simple, effective calculator illustrates what sums are needed to obtain a desired future value, what a regular savings plan will amount to in the future and the advantages of tax-deferred investing.