



CASE STUDY

\$10M in combined face for buy-sell

Two business owners each looking for \$5M each

Challenge

James (47) and Robert (42) needed life insurance to protect their co-owned business should the worst happen. They each wanted a \$5 million policy, allowing the surviving owner to purchase the other half of the business from the deceased's estate.

Their advisor and BGA were concerned that the large face requirement would saddle them with high premiums and a long application process. They were also worried about needing to justify the full \$10 million in combined face and the time and paperwork that would require.

Our approach

Banner Life Insurance Company used all the available avenues to make sure the applicants had a fair and fast application experience.

- ✓ No APS triggered due to clean prescription histories and digital medical records.
- ✓ Dedicated underwriter allowed for a quick decision process.
- ✓ Analysis of business financials was enough to justify the requested face.
- ✓ Holistic risk assessment allowed for approval at applied-for class.

Outcome	
20-year OPTerm policy	No APS or exam
Combined \$10 million	Preferred Plus
11-day decision	\$8,762 combined annual premium



Characters are not actual Banner Life family of companies clients. Stories created for illustrative purposes only.

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