

Challenge

A marketing agency needed a \$2 million term life policy to cover its new chief strategy officer (CSO) in case the worst happened. Without his expertise, the business would experience financial and operational setbacks, putting them off course.

The term life insurance policy would give the agency breathing room while it found a new CSO. The current CSO was just 45 and in good health, but their financial professionals were concerned about a drawn-out underwriting process, high premiums, and excess paperwork to prove its need.

Our approach

Banner Life Insurance Company was able to manage the application and underwriting quickly and without business disruption.

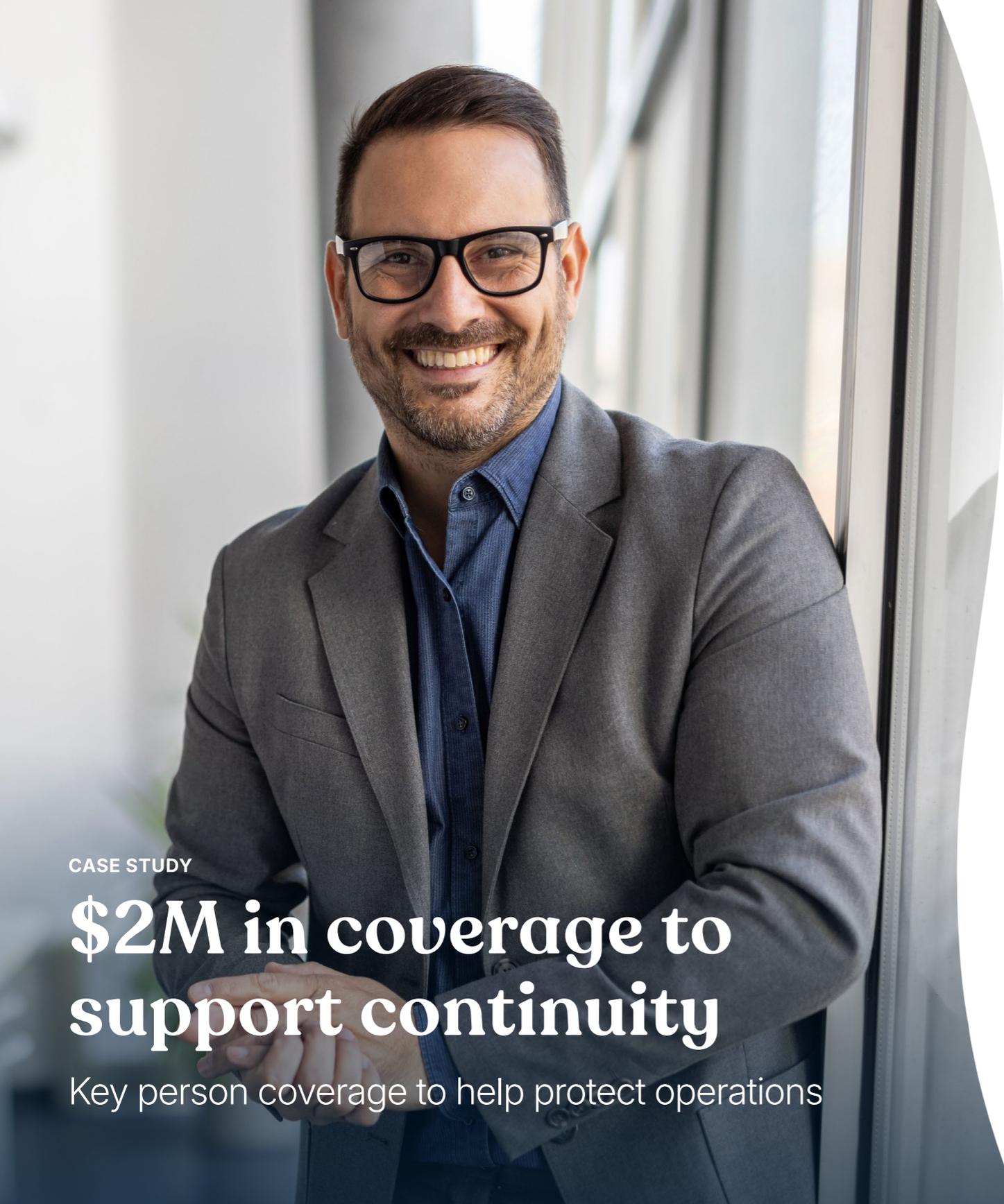
- ✓ Salary, role description and revenue alignment from the agency were enough to justify the coverage without audited financials.
- ✓ No disruption to the daily work at the agency.
- ✓ Applied for Preferred Plus class without triggering an APS.
- ✓ Manageable monthly premium didn't affect the agency's bottom line.

Outcome	
\$2 million in key person coverage	10-year OPTerm policy
\$95 monthly premium	Preferred Plus
No APS required	15-day decision time

CASE STUDY

\$2M in coverage to support continuity

Key person coverage to help protect operations





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