

Agent Media, LISA Release Results of 2008 Life Settlement Study

Agents Say They See Potential for Life Settlements, but Majority Are Not Transacting Them

Agent Media Press Release, 5 February 2008

Clearwater, FL

More than 350 life producers across the country recently took part in the third annual life settlement study conducted by Agent Media and the Life Insurance Settlement Association (LISA).

Results of the study show that although 75 percent of agents say they have a client age 65 or older whose needs have changed since they first purchased their life insurance plan, 62 percent of agents have said that they have not discussed the possibility of a life settlement with any of their clients who have surrendered a policy.

Notably, of the agents who do not plan to transact a life settlement in the coming year, 65 percent say it is because they do not know enough about life settlements to transact one.

"The results of this study show that although agents see how life settlements fit into their business, they do not know enough about them to transact a settlement," said Doug Head, executive director of LISA. "More agents need to be educated on the life settlement market in general."

Life producers were surveyed about their outlook, experiences, and needs in the life settlement market. The results will give producers, BGAs, and insurance companies an accurate snapshot of today's life settlement marketplace from the producer's point of view. The full results will be featured in the Agent's Sales Journal's March edition and Insurance Marketing's May issue. The study results will be accompanied by expert tips on effectively transacting life settlements, breaking into the market, and generating more leads.

"The coverage in the Agent's Sales Journal will help producers who need more education on the life settlement market," said James Green, editor-in-chief at Agent Media. "And the coverage in Insurance Marketing will aid brokerages in helping their agent force to identify prospects and make more effective use of life settlements in their business."

In addition to the survey results, a complete Producer's Guide to Life Settlements will be published in the March issue of the Agent's Sales Journal. Featured articles will include marketing advice, market-specific sales techniques, and updates on the changes that have and will occur in the life settlement market.

Contacts

Agent Media
James Green
Editor-in-Chief
800-933-9449 Ext. 229
Editor@AgentMediaCorp.com

LISA
Doug Head
Executive Director
404-894-3797
Doug@lisassociation.org