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Life Settlement Awareness Month Approaches



April 2007 - Short Takes

The second annual Life Settlement Awareness Month will be held in June 2007 as a way to educate agents and brokers on this growing market. Life Settlement Solutions, the life settlement provider that founded Life Settlement Awareness Month, will host a series of Webinars and workshops, including "Life Settlements – The Fundamentals," "Life Settlements – Advanced Strategies," a certified continuing education course, workshops at key industry events, and a Web-hosted event featuring key industry figures.

"Life Settlements – The Fundamentals" is designed to provide a fundamental understanding of the life settlement industry. Topics will include the differences between life settlements and viaticals, reasons why life insurance is sold, case studies, benefits to clients and producers, an overview of the current state of the life settlement market, and a summary of the regulatory landscape.

"Life Settlements – Advanced Strategies" will cover current industry trends, case studies, policy pricing elements, regulatory issues, and sales ideas.

The event was launched in response to a survey given to life settlement producers on their experiences with and outlook for the life settlement market. The first annual survey of its kind was conducted in January 2006 by Agent Media, publisher of the Agent's Sales Journal. The findings indicated that agents need more education on the life settlement field in order to properly offer them to their clients. The second annual Life Settlement Study was conducted in January 2007, and the results were published in the March 2007 national edition of the Agent's Sales Journal.

For more information, visit www.lifesettlementawarenessmonth.com.

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ASJ POLL

In 2007, do you expect your insurance sales to be...

- Better than 2006
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One of our readers recently encountered this objection:

"I don't need disability insurance. I have plenty saved up in case something happens to me."

Click Here to give your expert advice. Your answer may be printed in the next ASJ.

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If you're an insurance agent or financial advisor, we'd like to invite you to join the ASJ Research Panel. You will receive approximately one email survey per month on a topic relevant to the vitality of the industry.

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