



Below is a view of the Workbook Main Window from the InsMark Illustration System used for Blog #216 along with a review of the input for the proposals.

Workbook file name: Blog #216 - Cost of Waiting

Workbook Main Window

Proposals for the workbook: Blog #216

Proposal Description	Sales Concept	Policy Data (if applicable)			
		Policy Notation	Initial Premium	Death Benefit	Name of Product
1. Cost of Waiting	Cost of Waiting	Blog #216 at age 45	\$50,000	\$730,000	Indexed UL

Proposal

- New...
- Copy
- Edit
- Delete
- Preview
- Print...

Cost of Waiting is a relatively simple illustration that compares life insurance data for a prospective client at their current age compared to data for the same client assuming the purchase occurs at a later age.

The first step is to enter your policy data for each age in InsMark Source Data Storage. Data entry is either done via a link from your chosen carrier or hand entered. Many life insurance companies allow you to download the pertinent numbers from their software to Excel. You can then copy and paste columns of numbers into our Source Data Storage. In the absence of an Excel download, you can "break" most PDFs into an Excel format and do the same thing. We use PDF Converter Elite to do this.

I created the first illustration at my prospect's current **age 45** using **\$730,000 of max-funded increasing face amount IUL** with a level premium of **\$50,000 for fifteen years**. I changed to a **level death benefit at age 65 (year 21)** and started **level policy loans of \$125,000** in that same year. I illustrated for **55 years**.

I created the second illustration at my prospect's **age 50** using **\$626,000 of max-funded increasing face amount IUL** with a level premium of **\$50,000 for fifteen years**. I changed to a **level death benefit at age 65 (year 16)** and started **level policy loans of 90,000** in that same year. I illustrated for **50 years**.

Note that I used the same premium duration (15 years for both illustrations.)

Be sure to spell your prospect's name the same way with both sets of source data. Data entry for the younger age goes on the left in the Cost of Waiting illustration module; the older age is on the right.

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