

{Today's_Date?}

{Mr/Ms?} {First_Name?} {Initial?}. {Last_Name?}
{Company/Organization?}
{Address_Line_1?}
{Address_Line_2?}
{City?}, {State / _Province?} {Zip / _Postal_Code?}

{Salutation?}

Client canceling or lapsing Life Policies? Lost Commissions or a "Gold Mine"?

Is your client considering canceling or lapsing their life insurance policy? Are they reviewing their life insurance policies or undertaking Financial Planning for personal, business or estate reasons? Then consider providing them with a profitable option - a service for liquidating life insurance face value into cash at a higher amount than what their insurance carrier can give them! Why cash in, lapse or cancel a Life Insurance Policy when more money may be made by selling it! Why lose commissions when you may not have to, whether you are the writing Agent or not!

Introducing LifeCash® - A Service for Selling Life Insurance Policies! We help you to liquidate LIFE Insurance Face Value into CASH! A "**Gold Mine**" for the Policy Owner and the Agent! Let's review the common questions.

Marketing Potential? You may have a high persistency rate or you may not have the appropriate client in your data base, then look to the clients of your Professional Advisor Network e.g. CPA's, Attorneys, CFP's, RIA's, Private Bankers, Trust Officers etc.

What does this mean? Individuals with a life expectancy of up to 12 years, and, an aggregate face value of at least \$250,000, have the opportunity to sell their existing life policies for a percentage of the net face value!

Who buys these policies? We have access to several sources of institutional money.

What about compensation? Let us show you how you can earn compensation in five winning ways from the one transaction.

Our advantage? We do this business full time (this is all we do!) and give you total marketing support in old-fashioned **British** style (with a twist of Australian flavor)!

Interesting? Please complete the attached Registration Form and fax to, or, return in the self addressed envelope and you will receive a package of information on a transaction the British have been enjoying for years! Thank you for your interest.

Sincerely,

P.S. If you have a Case in mind, please complete the attached Case Qualification Form and fax to.....