STRATEGIC APPROACH TO MULTIPLE COMPANIES

A couple in their early 60's with a net worth in excess of $100 million needed $50 million of coverage at a more efficient price. They had $30 million in force.

Coordinating the applications for coverage with multiple companies was essential in this case in order to avoid reinsurance limits and diversify coverage. The Valmark Underwriters first used a unique, private inquiry process to secure initial offers from the companies. Secondly, they coordinated three applications in phases to avoid exceeding carrier capacity limits. Lastly, they arranged to have the clients examined only once for all three applications.
The result was $50 million of joint coverage at Preferred rates which increased the overall efficiency of the couple's insurance profile.