

PROFORMEX CASE STUDY:

Life Asset Partners

Agent saves \$1M life insurance policy while insured undergoes cancer treatments

PROFORMEX
InForce Policy Management



THE CHALLENGE

“Thanks to Proformex, we were notified immediately when the payment was missed,” said Ben Rainey, Founder and President of Life Asset Partners. “Today, the policy remains in good standing and my client is on her way to beating cancer!”

Ben Rainey’s client, a young mother of three, was recently diagnosed with stage four cancer. Between all her doctors’ appointments and her husband’s obligations to the company he owns and runs, life became quite hectic. Among a myriad of hospital bills and out of state trips for treatments and surgeries, the couple overlooked one of their quarterly payments in May 2018. As a courtesy, the carrier sends a grace notification in the mail, but because they were travelling for her treatment, they did not receive the message in time to make payment arrangements.



THE SOLUTION



LIFE ASSET PARTNERS

Since 2006, Life Asset Partners has been a leading life insurance firm helping to protect the lives and livelihood of hundreds of individuals, families, and businesses. Our clients are the heroes of the story and Life Asset Partners exists to serve and protect them through custom tailored life insurance solutions and world class customer service.

Life Asset Partners, a Colorado-based life insurance and financial services firm, uses Proformex to monitor performance of clients’ life insurance policies. Rainey received an automated alert generated by Proformex informing him that his client’s policy had entered grace period due to the missed payment. He was able to call her husband immediately and help him make arrangements for a payment to be made by phone that same day. Had Rainey not received the alert from Proformex, the policy would have lapsed by the time the couple made it back home to see the grace notification they received in the mail.

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