

# Proformex Case Study

## FIDUCIARY



## The Situation

A well-respected law firm with a significant trust practice had no comprehensive process for policy review. An insurance agent introduced the Proformex solution to the firm as part of a larger value proposition to deliver better client care.

## The Findings

- 16%** orphan policies
- 31%** would lapse before the desired coverage duration
- 44%** fit the criteria for a possible life settlement
- 46%** set to lapse prior to their life expectancy
- 51%** could potentially be enhanced with lower cost products
- 53%** 25% chance of outliving the coverage
- 61%** opportunity for modification, adjustment or replacement

## The Result

- ✓ Creation of trust and confidence in the client-fiduciary relationship
- ✓ Coverage solutions best suited to client's current needs and situation
- ✓ Client service centered around proactive policy management
- ✓ Ease in meeting fiduciary duties
- ✓ Market place differentiator