

#InsureYourLove



From the Desk of Adam Ziff
The Ziff Agency, LLC



Current News:

SECURE 2.0:
Securing a Strong
Retirement Act of
2020 Bill
Introduced
P.2

The Underwriter's
Corner P.2

Famous Estate
Planning Blunders
Tom Benson
P.3

Infographic:

5 Valuable Money
Management Lessons
Learned During the
Coronavirus
P.3

Ph: 212.796.5433
Ph: 949.393.5433
Ph: 941.922.9433
Ph: 305.363.5433

adam@theziffagency.com
www.theziffagency.com

The Pandemic Is Reshaping Life Insurance for the Better

There aren't a lot of ways the COVID-19 pandemic has made our lives more convenient. One small one: The way we shop for life insurance.

Faced with increasing demand, insurance companies have labored to make buying life insurance quicker and easier. Many of these improvements, such as a more virtual approval process, which are likely to last into 2021 and beyond, have been made without necessarily raising the premiums for life insurance coverage — at least yet.

Not that the news is all good for life-insurance shoppers. The coronavirus has complicated getting a policy, at least for certain types of customer. Some insurers have imposed tighter underwriting guidelines on applicants with pre-existing health conditions, on seniors, and on those who have recently traveled outside the U.S.

Still, here are three upsides to life insurance that can be credited to a disease that's taken more than 250,000 American lives, and whose impact continues to intensify. We've also suggested steps you can take to capitalize on these improvements.



More Americans are getting insured

One grim truth of the COVID pandemic is that more and more Americans have realized they need life insurance.

Current News:

SECURE 2.0: Securing a Strong Retirement Act of 2020 Bill Introduced

The surprising SECURE Act success in the waning days of 2019 gave supporters in financial services the confidence to lobby for a repeat. The bill would build on the changes in the SECURE Act to boost retirement savings options.

Officially known as Securing a Strong Retirement Act of 2020, the latest bill includes:

- Allow people who have saved too little to set more aside for their retirement.
- Offer low- and moderate income workers a tax credit for contributions to a 401(k) or similar plan.
- Help people with student loans save by letting employers make retirement plan contributions equal to what an employee pays on their loans.
- Further support the use of annuities that provide guaranteed lifetime income in retirement.
- Create a new incentive for small businesses to offer a retirement plan.

As it relates to annuities, industry leaders say the time has come to remove the barriers to products that can help consumers save more efficiently for retirement. The good news is that SECURE legislation is one of the few issues of agreement between Democrats and Republicans.

(Source: InsuranceNewsNet)

The number of Americans saying they felt a heightened need for life insurance rose from 49% earlier in the year to 58% in the third quarter, according to insurance research company LIMRA. And people acted on that awareness, LIMRA reports, by buying 10% more term-life policies (the most common life insurance type by far) this summer than in 2019 — the largest sales surge in 18 years.

Some of that interest comes from those seeking to insure other loved ones. More people than before are opting to insure their spouses, and even their kids, as well as themselves. We now see a father or mother contact us and want to cover as much of the family as they can.

You may be able to e-sign

If you've signed official documents recently, chances are good that you did so electronically, rather than mailing signed originals or even sending images of the pages you signed. Yet many life and health insurers weren't yet accepting such e-signatures, at least early in the pandemic.

As the volume of applications picked up in the spring we and other brokers "leaned hard" on the companies who were holdouts for the use of tools such as DocuSignTake. The result is a big change due to COVID....that you can complete an application that was once all paper within minutes, due largely to more insurers accepting electronic signatures.

You may no longer need a medical exam

Early in the pandemic, it became easier for many other people to acquire insurance without the inconvenience of a medical exam. Restrictions on face-to-face meetings forced insurance companies to discontinue in-person medical exams, an important requirement for many life insurance applications. (The exams have now returned, albeit with masked examiners.)

"No exam" offerings have been expanded, too. But life insurance policies that require no exams are traditionally more expensive than those that do, because the insurer assumed a higher risk of death by the applicant. The absence of an exam also often results in a lower maximum death benefit — in the hundreds of thousands, rather than the million dollars or more that many applicants seek — again due to higher perceived risk.

(Source: AP News)

The Underwriter's Corner: *Underwriting Q & A*

COVID-19 Impact on Life New Business and Underwriting

Life insurance applications typically include a face-to-face visit with an agent to complete an application and then a myriad of underwriting requirements to complete the underwriting process, but COVID-19 made labs, doctor visits, and in-person meetings impossible. Insurers adapted. Many life insurers quickly began offering no-exam policies with prices that match their policies that required an exam. They still may require a medical exam if the coverage amount is high or if you are older and have health issues. Some go up to \$1 million (or more) in coverage, so for many younger buyers the no-exam policies are suitable.

This move to 'fluidless' applications for simple products is not new. Insurers have been moving towards an underwriting process that includes data (such as electronic health records and prescription databases) as a substitute for medical exams for years now.

(Source: Celent)

5 Valuable Money Management Lessons from the Coronavirus Pandemic



1. Respect hard-earned money and use it wisely

Engage in budgeting exercise to save to achieve set financial goals as per financial plan created.



2. Hold a respectable Emergency Fund

A contingency fund of adequate amount helps to deal with 6 to 12 months of regular monthly expenses in unforeseen situations.



3. Pay attention to asset-allocation

An intelligently crafted asset allocation will optimise portfolio returns and reduces the overall investment risk to any one asset class.



4. Optimally diversify the investment portfolio

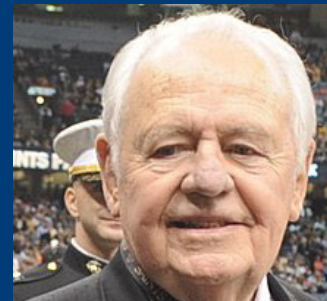
Optimum diversification of the portfolio helps in lowering the risk and create wealth



5. Holding an optimal insurance cover is always better

Adequate life and health insurance coverage provides financial security to your family and takes care of hospitalization expenses respectively.

INSURANCE 101 Famous Estate Planning Failures



NAME: Tom Benson

DIED: March 15, 2018

AGE: 90

CAUSE: Influenza

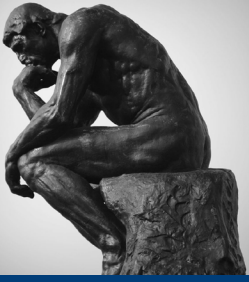
ESTATE BLUNDER:
Changing his will to exclude family members while suffering from dementia.

The billionaire owner of the New Orleans Saints and Pelicans was the subject of a bitter and drawn-out court battle over control of his NFL and NBA franchises, and hundreds of millions of dollars.

Prior trusts established by Benson and his late wife left the sports franchises and other business interests to his daughter and two grandchildren. One of them, Rita LeBlanc, ran the Saints as lead owner until she was fired by her Benson, who opted to take the controlling stock of the teams out of the trust and took over control.

His daughter and grandchildren fought the move, until a 2015 court ruling declared Benson to be competent, despite allegations he suffered from Alzheimer's disease. Benson changed his will and trust mere weeks after the ruling, and left everything to his third wife, Gayle.

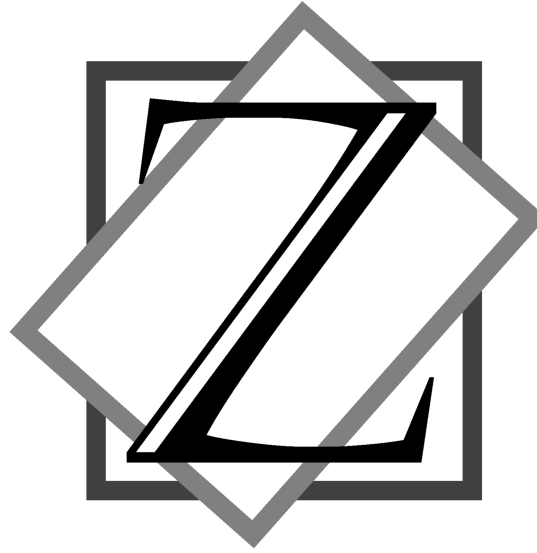
(Source: Forbes)



HERE'S A
THOUGHT...

*"Wishing You a
Wonderful Holiday Season
and a Happy New Year"*

- The Ziffs



The Ziff Agency, LLC

www.theziffagency.com

*Stay Safe this Holiday Season and
#InsureYourLove*

*Make sure your family is protected and
have your **Life Insurance** reviewed today!*