



# BUA has the Carriers You're Looking for

Life Insurance	Annuity	Long Term Care	Medical
American General American National AXA Equitable Banner Life Genworth ING ReliaStar John Hancock Lincoln Benefit Life Lincoln National Life MetLife Minnesota Life Nationwide Prudential Transamerica United of Omaha West Coast Life	American General American National Genworth ING USA Annuity Lincoln Benefit Life Lincoln Financial North American The Standard Transamerica United of Omaha West Coast Life	American General Genworth John Hancock Lincoln National Life MetLife Mutual of Omaha Prudential	Anthem Anthem Ind Assurant Health Chard- Snyder Companion Life Fort Dearborn Life Golden Rule Insurer's Admin. Corp. Medical Mutual Mutual of Omaha Starmark Wallach & Company WORLD Insurance

Not all products available in all states. Contact BUA for complete carrier and product details.



## BUA Summer Hours

Beginning Friday, June 11th through Friday, September 3rd, BUA will move to our summer hours:

Monday– Thursday:  
8am to 5pm EDT

Friday:  
8am to 1pm EDT

You can check status, download forms, and get quotes from our website, [www.buaweb.com](http://www.buaweb.com), 24 hours a day.

**V**egas is calling. Are you in?  
The 2010 BUA Top Producers Convention.  
Visit [www.buaweb.com](http://www.buaweb.com) for complete details.



# BUA News to Use

New Opportunities, backed by 30 years of service to Insurance Producers.

May 2010



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Vegas is Calling

BUA provides insurance products and services to independent insurance professionals throughout the United States. Headquartered in Akron, Ohio, BUA has regional offices in New Jersey and Las Vegas.



BUA Corporate Headquarters in Akron, Ohio

## Increased Retirement Income and Client Bequests with SPIA Sales

The results from a new study conducted by Milliman, and released by NAVA demonstrate that including a single premium immediate annuity (SPIA) in a retirement portfolio not only provides guaranteed retirement income for life, but it can actually increase the average bequest from retirees to their heirs by up to 41 percent.

Looking at over ten thousand hypothetical retirement solutions, Milliman discovered an unexpected trend.

"We were confident that moving some retirement assets from the mutual fund only systematic withdrawal program into a SPIA would

significantly reduce the chances of our hypothetical couple running out of money in retirement, but we were surprised to see that it also increased their average bequest," said Tim Hill consulting actuary and principal, Milliman Inc. "It really is a matter of leveraging each product's strengths. When it comes to providing income that can not be out-lived, it is hard to beat a SPIA. Our analysis showed that the SPIA would cover the vast majority of the couple's early year income and a significant piece of the later year income goal. Meanwhile, the remaining amount in the mutual funds is largely left to do what it does well, namely enable long term growth,

which provides for the increasing income goal, and ultimately, a bequest." While some may argue that annuities limit the money annuity holders have available to leave to their heirs, this study turns the table the effectively demonstrates that incorporating annuity income into a retirement portfolio can actually free up more money for a bequest.

For more information on this study, or to discuss how to leverage the strengths of both annuities and mutual funds to cover your clients financial retirement needs as well as the needs for their families in the future contact your BUA Brokerage Sales Consultant..

## Substandard Offers Can Get a Step Up with Transamerica's Transcend

Don't let substandard offers get you down or worse yet, keep you from placing business. With **Transcend**, Transamerica's improved process for evaluating underwriting criteria, Substandard Table B, C and D offers can be improved. For example:

Male, aged 55, height 6'1", 290 pounds would have

previously been rated Table B. Now with **Transcend**, he'll be rated Standard.

Female, aged 65 has elevated glucose and A1c on labs. Not diagnosed as diabetic, she previously would have been rated at Table B. Now, she'll be standard.

**Transcend** is just one of the many enhancements

Transamerica has made to their underwriting.

When underwriting makes a difference, rely on Business Underwriters Associates. For more information on qualifying conditions or to discuss case design, contact your BUA Brokerage Sales Consultant.

## Long Term Care Insurance Prospects are Everywhere Six Places to Find Them

**P**rospective LTCI clients aren't hard to find. In fact, you probably already know people who would be interested in talking to you about LTCI. Here are six good places to look.

### Current Clients:

The majority of LTCI buyers are between the ages of 55 and 64, review current clients who fall into this age group. Don't overlook people who own businesses. Just remember, your best prospects are the people who already know and trust you.

### Family, Friends, Acquaintances:

People with family members, friends or acquaintances who needed long term care services make good prospects for LTCI. According to one company survey, 78% said they purchased a policy because they had first hand

knowledge of someone who struggled through a long term care situation.

### Centers of Influence:

Forging relationships with attorneys and CPAs who will introduce you to their clients is another good way to find prospects. Look for other types of businesses that provide services to the group you're targeting. Just remember to return the favor by referring your clients to these businesses.

### Community Groups:

If you already belong to social, charitable and business groups in your community, it's time to start networking. Attend group events and get to know the members. Make sure they know what you do for a living and how you can help them plan for their long term care needs.

### Associations:

Professional associations are always looking for new ways to provide benefits to their members. Ask your clients what associations they belong to. Then schedule a meeting with the executive director to talk about how you can help the association attract and retain members.

### Children:

Make a list of your current LTCI clients – people who had the foresight to plan for their future. Now go talk to their children. Chances are if the parents are planners, the kids will be, too.

Need more information on LTCI?

LTCI training is just a phone call away. Contact your BUA Sales Consultant for more ways to incorporate LTCI into your practice.



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## Don't Forget about Spring Graduates And the Need for Affordable Health Insurance

**S**pring high school and university graduations are right around the corner, which means a lot of graduating seniors could find themselves suddenly in need of health insurance coverage for the first time.

There has been a lot of talk lately about how the health reform package signed into law will extend coverage to graduating dependents. However, that particular provision will not go into effect immediately, and could leave some graduates exposed, even if only for a short time. And as thirty years in this business has demonstrated repeatedly, being exposed for even a short time with just

a moderate illness or injury, can lead to large debt.

What are graduating seniors to do in the interim?

It is actually a very easy problem to solve. A short term medical insurance plan is far less expensive than COBRA, easy to write, and will help bridge the gap from graduation day to when they can be covered under a group plan.

To find out how to provide this valuable protection to your clients, contact BUA today.

## Have You Purchased a "Golf Retirement" Yet?

**R**ecently, an agent shared the following story with BUA. It was so good we asked if we could use it because it goes to show how insurance products can be used creatively to help clients meet their financial goals.

"I was in my club's pro shop, when I heard one of the other members complaining about how hard his financial interests have been hit over the last couple of years. He had been forced to cut back, and was afraid golf was going to be next. Lamenting 'I didn't sign up for this'; he sounded resigned to giving up something he cherished.

Recognizing an opportunity, I approached the member, who I knew casually, and asked him if he had purchased a golf retirement yet. Scratching his head, he looked at me and asked what I was talking about. I explained, all we had to do was figure out how much a month he spent on golf, and he could buy an insurance product that would pay for

his golf for the rest of his life.

Basically I had just pitched him a single premium immediate annuity that would pay a small monthly benefit, but he loved the idea and bought one to make sure golf would always be there for him. A few days later another member approached me and asked if I would sell him a golf retirement as well. So far I have sold about a dozen "golf retirements", and have had conversations with a few of these new clients about additional insurance sales. And the best part is- I have taken the commissions I have earned from these sales and purchased my own golf retirement."

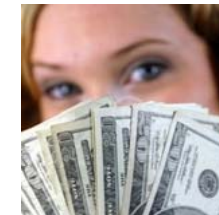
Sometimes to see the true value of an insurance product or concept all we need to do is shift our point of view just slightly. So how about it, how can we help you insure your clients "golf retirement"?

### March BUA Employee of the Month

*Jessica Thomas*



Jessica joined BUA in 1999 and is currently the New Business Unit Supervisor. The next time you talk with Jessica, join us in congratulating her on this achievement



BUA has created a new Agent Referral Program. If you refer an agent to BUA and that agent writes with BUA, we will provide you with a \$50 Visa Gift Card as our way of saying thank you.

## Performance Triggered Annuity Accounts The Time is Right for This Innovative Policy Benefit

**L**et me ask you a simple question. Over the next twelve months do you think the S&P is going to go up or down? If you are like most people you probably feel it is going to go up. If so, let me ask you this, how much is it going to go up? That is a harder question to answer isn't it.

What can you offer your conservative clients that will maximize their money's upside growth potential while removing downside risk?

Easy, you should look for fixed annuity products that offer Performance Triggered Accounts, like the ones found in the Lincoln Financial Group New Directions products.

With LFG's Performance Triggered Accounts, your clients receive 100% of a declared interest if at the end of twelve months the S&P 500 stays FLAT or SHOWS ANY GROWTH! Since it is a fixed product, is the S&P 500 goes down for the time period, they don't lose any money!

We have seen banks write tens of millions of dollars in these products, because clients want to avoid risk while maximizing potential growth. Don't miss out, LFG's rates are extremely competitive, and the product is easy to sell. Contact your BUA Brokerage Sales Consultant for current rates, and more information on how to position this product with your clients.