

SPECIAL REPORT

Insurance Insider Reveals...

How To Avoid Overpaying For Your Life Insurance.

By: William J. Behr

*"If You Know Your Enemy as Yourself,
You Can Win a Hundred Battles"*

-Sun Tzu, Chinese General

WELCOME TO MY "INSIDER'S REPORT." HERE YOU WILL LEARN HOW TO SAVE BIG \$\$ ON YOUR LIFE INSURANCE.

***This report is dedicated to my best friend Gerry who died several years ago
and left his family poor and penniless.***

The above dedication is very true and of course very sad. Gerry was my best friend from childhood. We were young and full of life. Gerry was married and had a 2 year old little girl. One day, out of the blue, he got sick and was diagnosed with a very rare form of cancer.

Gerry died within 6 months of his diagnosis. He was 36 and never bought any life insurance. He never even gave it any thought. He was young, indestructible and he thought he had a long life ahead of him.

Boy, was he wrong!

I wasn't in the insurance business at the time of my best friend's death. In fact, I was married too (no kids) and I had no life insurance either. Luckily, I was healthy and smart enough to go out and get myself some life insurance after my friend's tragedy. I bought as much life insurance I could afford and as much as the insurance company would let me own.

I watched my best friend's wife struggle to make ends meet on one salary. She had no emergency funds and very little money saved. She could barely pay her mortgage. Ultimately, she couldn't make it anymore and had to sell her home and move in with her Mother. It's a very disturbing story, but it happens to people everyday.

I did not want to see other people have to go through this type of suffering too. I wanted to help people and make a difference in the world. So that year, I quit my good paying, stable job and went into the insurance business.

Here I am 17 years later helping hundreds of people a year with their life insurance planning.

What I have learned about life insurance over the past 17 years is written in this report. I wanted to keep it short and to the point and hope that it helps you avoid serious financial mistakes that cannot be reversed.

Over the years, I have seen too many people get the wrong advice about life insurance planning and I'm disgusted with sleazy insurance agents and insurance companies that take advantage of people.

I hope this report helps make you a better life insurance consumer. So let's get started...

WHY BUSY PEOPLE ALMOST ALWAYS OVERPAY FOR THEIR LIFE INSURANCE

Chances are when you first purchased your current life insurance policy it was probably a pretty good deal.

However, there is something you should know. Most busy people like yourself buy a policy, throw it in a drawer and forget about it.

Since you rarely have time to review your coverage, you probably never even noticed the scheduled price increases as you got older.

One of the biggest money saving tips that I have to offer you is... you must make a habit of reviewing your policies each and every year!

“The average consumer, buys a life insurance policy, sticks it in the drawer and forgets about it.”

No doubt about it. If you learn only one thing from me, I hope this will be it.

Common sense, right?

This one tip alone could save you from flushing hundreds, possibly thousands, of your hard earned dollars right down the toilet.

It's a mistake almost everyone that I have met with makes.

Which brings up another very important point;

Life insurance rates are all about the same, right?

Wrong! Wrong! Wrong!

Here's a quick story that happened early in my career which alerted me to the fact that I was on to something very big.

A \$54,336 DOLLAR MISTAKE

Early in my career, I learned that all insurance companies are NOT created equal.

One day, I received a call from a friend of mine who said that his boss was looking to buy more life insurance. Since I was new to insurance business, my friend gave his boss my name in an effort to help me get started. My friend warned me though, "My boss is a real bargain hunter."

I knew I was in trouble because the insurance company that I was working for was not very competitive with their term insurance rates. I was a 'captive agent' which meant I was technically only allowed to sell their insurance plans.

I was desperate to make a sale so I asked my friend how much coverage his boss was looking for and decided I would get quotes from other insurance companies to make sure I was competitive.

I started researching all the insurance companies. I got as many quotes as I could. It was tedious work but I knew it would be well worth it. (Remember, this was about 17 years ago and the Internet wasn't really in full swing yet.)

Finally my friend's boss called me and I was ready. When I spoke to him on the phone he said he had a term policy that was costing him \$12,660 dollars a year and he wanted to keep this policy and buy more coverage.

Well, when my friend's boss told me what he was paying for his current life insurance coverage, I almost fell out of my chair! I had to check my numbers twice. I couldn't believe what I was looking at right in front of me!

My voice started to tremble as I told him that I found the exact amount of coverage for less than he is paying now! I straightened myself up in my chair, put some confidence in my voice and said, "Sir, I found the same exact coverage for only \$7,225 dollars a year!"

My friend's boss didn't believe me... he thought I was lying.

So I sent him my rates to show him in black and white that he could get the same coverage for less money. In fact over the next 10 years at my pricing, **he would save a whopping \$54,336 dollars!**

Needless to say, my friend's boss was shocked and to be very honest, so was I!

I just couldn't get over how much of a difference there could be for what insurance companies charge for the same exact coverage.

So, let me drive home another important point here.

The bottom line seems to be that very few people actually shop their coverage. If more people bothered to shop their coverage, they would be shocked by how much they are overpaying!

Have you reviewed your policy lately?

Send back the form on the last page for a free insurance review.

Forget All the Hoopla – There are only 2 types of Life Insurance: Term and Permanent.

Term insurance is basically “temporary Insurance.” It has two main features; a death benefit and a price for the policy. It’s very simple; when you die, as long as the policy is still in-force, the insurance company will pay a death benefit.

Term insurance comes in 3 basic policies:

1. **Level Term** – the most popular and best value. This policy locks in the cost for 5, 10, 15, 20 and 30 years. Once the ‘term’ ends the policy ends too. Some policies allow you to renew after the ‘term’ but rarely do you want to do this - unless you are on your death bed. The new premiums will be astronomical.
2. **Annual Increasing Term** – This policy is very cheap in the early years while you are young. But as you get older, the cost goes up as every year.
3. **Decreasing Term, or Mortgage Insurance** – The Biggest Rip-Off Ever! The cost of the policy goes up each year as you get older but the death benefit goes down as your mortgage decreases over time. Banks are notorious for selling this policy.

“Less than 5% of Term Insurance Policies Ever Pay a Claim. Insurance companies know that term premiums collected are almost entirely free money.”

The bottom line is, Insurance companies want you to buy Term insurance. **Less than 5% of all term insurance policies ever pay a claim.** Why? Because young people buy them and relatively very few people die when they are young.

This is why insurance companies love to sell term insurance. They know the premiums collected are almost entirely FREE MONEY. The odds are stacked in the insurance companies favor and consumers don’t have a clue.

Permanent Insurance

There are many variations of permanent insurance; *Whole Life, Universal Life, Variable Life and the newest version, Equity Index Whole Life.*

Whole life insurance covers you for your “whole life.” The cost of whole life insurance is dramatically more than term insurance because the insurance company knows that if you continue to pay for the policy, they will have to pay a death claim.

All permanent insurance policies come with a forced savings feature where a portion of the premium pays for the death benefit and the "excess premium" goes into a savings account.

Most insurance agents would rather convince you to buy whole life insurance. The reason is simple; the premium is higher and so is their commission. Good deal for the agent, not so good for the consumer.

However, with that being said, there are some whole life policies that are good for the consumer but very few agents know about them. They are policies which enhance the savings feature but reduce the agent's commission - which is why most agents won't tell you about this special whole life policy.

If you would like more information about this "super-charged" whole life policy, call my office at: 914-633-1717 or request my free report: *"Life Insurance of the Rich and Famous."*

Why an Online Insurance Quote is Virtually Worthless!

Life insurance quoting sites online are a dime a dozen - cheap and easy. So, if there are so many, it must be a good way to buy life insurance, right?

Maybe. Maybe not.

First of all, you will almost never get a quote online for a whole life policy, so don't waste your time trying. Whole life insurance is sold, not bought.

Most people are shopping for term insurance because; a, it's cheap and b, they have been brainwashed by the financial guru's that term is the best policy to buy.

Valid Quote or Bait and Switch?

Term life insurance quoting sites are not what they seem. Most of them are lead generation sites for insurance agents.

Lead generation is big business. Agents pay top dollar for leads and most agents can't get enough of them. That is why these lead companies sell their leads over and over again to many different agents at the same time.

Many of these lead generation companies can have 20, 30 or even more sites running at the same time. Unsuspecting visitors go to these sites hoping and expecting to get a life insurance quote but all these websites really do is gather your personal information and sell it to insurance agents.

If you've ever filled out an online form at one of these sites, you know how frustrating it can be to be sitting down to dinner only to be interrupted by a relentless

insurance agent who wants to stop by next week, because he “will be in your neighborhood” and would like to talk about your life insurance needs.

What adds insult to injury is that not only will one agent be interrupting your precious family time but there will be 4 or 5 of them calling you day and night because they all bought your information that you submitted online.

I don't think you need to kiss that many frogs to find your prince.

How to Get an Accurate Term Life Insurance Quote

Warning! – Buying an insurance policy online, can be frustrating, deceiving and costly.

If you are young and perfectly healthy, the chances are, you might get a valid quote online and a good price, but...

if you are like most Americans that have some health issues (even minor), take any type of medication or even have family with a history of health problems, this will all be held against you and you will surely overpay for your policy.

Online quoting services are counting on you having to pay more for your policy. It's bait and switch at its finest.

It works like this: They draw you in with low-ball prices – then convince you to apply for the policy quoted on their website – Your medical records are released to the insurance companies – After several weeks of waiting, you find out the policy is approved at a higher cost than expected and you will have to pay more because something came up in your medical file.

The online quoting services know that 9 out of 10 consumers will just accept the policy with the higher premium rather than go through the hassle of trying to go through the whole process over again.

“Many insurance quoting websites sell your personal information to more than one agent...sometimes 4, 5 or even more agents will pay big bucks for your personal info.”

So How Do You Cut Through The Clutter and Get an Accurate Quote?

When you get a life insurance quote, either online or from an agent, don't take it too seriously. Unless, the agent has asked you extensive questions about your medical and your financial background including your family health history.

A professional agent or broker will have a good idea after conducting a thorough interview whether the quote he or she provided will actually 'hold up.'

Believe it or not, many factors go into the life insurance approval process.

Health history, credit history, family health history and even driving history can play an important role in the ultimate price of your policy too! If you ever filed for bankruptcy, had a moving violation or even a DWI, these "blemishes" will cause the insurance company to consider you a higher risk and could make your policy cost more.

Most agents don't take the time to ask the right background questions and they try to convince people to "let's just apply and see what happens."

You don't want to buy a policy from this type of agent. They are not insurance consultants. They are gambling with your future and your money.

INVASION OF THE MONEY SNATCHERS

I think the search for a good, reliable insurance agent has plagued consumers for more than 100 years. The first insurance policy ever sold can be traced back to London in 1536. The policy was bought by Sir William Gybbons and it was a one year insurance policy.

Gybbons survived the one year period but 3 days later was accidentally run over by a wagon in town and killed. The insurance company refused to pay the claim because the death occurred after the one year period.

Gybbon's wife sued the insurance company and won. The origins of insurance companies refusing to pay their claims go back hundreds of years. It's no wonder many people don't trust insurance companies or their agents.

Most insurance agents mean well, but there is a disconnect between making a sale and doing the right thing for the customer. Some insurance agents will tell you anything to make a sale and some agents just don't know enough to help you make the right decision.

"The first ever sold life insurance policy can be traced back to London, England in 1536."

In my view, these are the worst offenders and agents you should stay clear of:

The Captive Agent:

A captive agent is a person who has an exclusive contract with one insurance company. He or she can only sell what that company offers. This is where I started in the business (Northwestern Mutual) and unfortunately for a few of my clients in the beginning, I didn't know any better.

Most of the big property and casualty companies like State Farm, Allstate and Nationwide to name a few, have captive agents.

The problem with captive agents is that they represent the insurance company and not you! They are tied to one company and forced to sell you a policy from that company!

There are no other choices. He or she might show you a comparison of other companies to make it seem like he is playing the role of an independent agent but his ulterior motive is to convince you that his company is best for you.

Why is this bad? Because the policies that these companies sell are 2 to 3 times more expensive as the same kind of policy from another competitor.

Sorry to tell you this but many people are lazy and they don't want to work with more than one insurance agent. So they take the easy road and let their property and casualty agent who has their home owners or auto policy, have their life insurance policy as well.

After all, it's their primary sales pitch; "bundle all your policies with us and save more money." It doesn't work that way with life insurance. Don't fall for it!

The Insurance "Newbie" – Enthusiastic, but Clueless.

Most new agents are recruited from every walk of life other than insurance. As my manager would say, "If someone can fog a mirror, I'll hire him." Newbie agents, who come into this business, usually know nothing about insurance and rarely receive any formal training. The insurance companies are too cheap to train new agents.

The failure rate in the insurance business is a whopping 85%! Eight out of ten agents that come into this business never last more than six months - And 1 out of the 2 remaining agents, will last only two or three years - then fail out of the business miserably.

The Newbie agent is not so easy to spot. The best way to know you are working with a Newbie agent is if they ever come out to your home or place of business to discuss life insurance with you, they have someone – a senior agent - come along with them.

The failure rate for new agents in the insurance business is a whopping 85%!

The senior agent does all the talking and the Newbie agent sits silently trying to soak in the sales process. The Newbie agent probably made the initial call and somehow convinced you to make an appointment. But when you agreed to meet, he or she knew ahead of time that he or she does not have the experience to make the sale!

The experienced agent comes along to close the deal. This is the way insurance companies train their new agents. They attach them to experience agents so they can learn how the 'pros' do it.

Once the experienced agent feels that the Newbie agent can make it on his own, the experienced agent sends him on his way. There is intense pressure for the Newbie agent to make a sale now. There are quotas to meet each month so the Newbie agent will say or do almost anything to close a deal.

The rewards for a life insurance sale are great too. Most companies pay almost 75% of the first year premium (the amount you pay to the insurance company), so there is also a great incentive for the Newbie agent to sell you an insurance policy.

Buying an insurance policy from someone who doesn't really know much about what they are selling but yet is reaping big rewards for selling it usually, in most cases, turns out very poorly for the customer.

AT LAST, AN EASY WAY OUT WITHOUT THE TORTURE

I've created my "Insurance Quote Genie" comparison system and streamlined the underwriting process, to give busy people, like you, a new and easier way to compare life insurance prices.

Most people don't know this, but many quality insurers have made a specialty of offering low-cost term life coverage. However, finding these companies isn't always easy and they are rarely found online. They're smart, low cost firms that it pays for you to know about.

"Most people don't know that many quality insurers have made a specialty of offering low-cost policies, even you have a previous health condition."

My company has streamlined the process of shopping for term life insurance and I have a network that monitors over 186 of America's top life insurance companies.

Some of these companies specialize in high risk cases. Some even give great price breaks to smokers or people who participate in hazardous sports.

All the companies that I represent have been rated Excellent and Superior by A.M. Best. *(A.M Best is an independent rating service that is recognized as an authority on reviewing the stability of insurance companies).*

So it's good to know, that not one of the companies in my system has ever failed to pay a valid life insurance claim for as long as it has been in business!

SOMETHING ELSE I'VE DONE TO MAKE YOUR LIFE EASIER...

2 Free Bonuses!

Bonus # 1: S.O.S Review Program: My **Second Opinion Service Review Program** gives you FREE access to the top 10 most competitive insurance companies, their financials and even their ranking with your State Guarantee Association (very important!).

Yes, you could find much of this information online - if you knew how and where to find it - but why waste all your valuable time, when I will provide it to you in one easy to read, Free Report.

Bonus # 2: Insurance Reality Check Consultation:

Do I have enough life insurance to cover my family should I die? - Am I over-insured? - Is my beneficiary page set up correctly? (Very Important - Most agents ignore this valuable document!) - Is there a conversion privilege in my policy? - Am I paying too much?

Have these questions ever been on your mind? If yes, then my ***Insurance Reality Check*** will help you answer these questions and more.

Call my office today or send in the enclosed flyer at the end of this report and I will send you a free customized, insurance comparison and my 2 special bonus programs mentioned above. All in one easy to read, simple to understand report.

Thanks for reading!

Best Regards,

Bill

Bill Behr

914-633-1717

PS: Just send back the enclosed Confidential Request Form today to my private fax #: 1-800-630-5799 and get your, free customize life insurance quotes and 2 special bonuses!



As Featured In...

The Journal News
WESTCHESTER • ROCKLAND • PUTNAM

CRAIN'S
NEW YORK BUSINESS

Insider's Circle AUDIO
with John Melley

About the Author:

Bill Behr is an Insurance & Benefits Consultant that specializes in working with people regarding their insurance and financial needs.

Bill has written many articles on insurance and retirement planning and has appeared in many local news publications. He has also been interviewed by John Melley on the **"Insiders Circle Radio Show."**

Bill is the father of 3 children, Ian, Mackenzie and Grace and lives with his wife, Beth in New Rochelle, NY. Bill has been in the financial field for more than 17 years.

Call today with any questions, or to see if we can help you with a second opinion.

There is no charge for the initial consultation.

William J. Behr
177 East Main Street, Suite 353
New Rochelle, NY 10801
914-633-1717
bill@behrinsurance.com

Before you talk to an insurance agent or sign any forms request your copy of these additional FREE Reports!

- 1. "10 Secrets Your Long Term Care Agent Won't Tell You."**
- 2. "How to Protect Yourself and Make Money During Financial Chaos"**
- 3. "Life Insurance of the Rich and Famous" – a Must READ! Find out why The financial "gurus" are dead wrong!**

Just call: 914-633-1717 to get a copy of one or all of these FREE educational reports.

FAX US NOW!

Confidential Request Form



**Yes! I am Sick and Tired Of the High Cost of Life Insurance!
Please send me a free cost comparison and your 2 special Bonuses.**

My date of Birth is: ____/____/____ Male / Female

The amount of coverage that I would like a quote for is:

\$ _____

Type of coverage: Term life Whole life Universal Life Other

My health condition is: (circle one) Excellent Good We need to speak

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

No Bill, I'm not ready to start saving money today, but please send me the following Free Reports:

"10 Secrets Your Long Term Care Agent Won't Tell You."

"How to Protect Yourself and Make Money During Financial Chaos"

"Life Insurance of the Rich and Famous"

Questions? Call: 1-914-633-1717



Fax this page to: 1-800-630-5799

**THE BEST
KEPT SECRET!**

"Your insurance company will gladly take your money while offering lower rates to new clients."