



Life Check-Ups

Guide for Advisors

A close-up photograph of two women in professional business attire. The woman on the left is smiling broadly, showing her teeth. The woman on the right is also smiling and looking towards the left. They appear to be in a meeting or collaborative work environment, with one woman's hands visible as if holding or pointing to a document. The background is softly blurred, showing office furniture and a window with natural light.

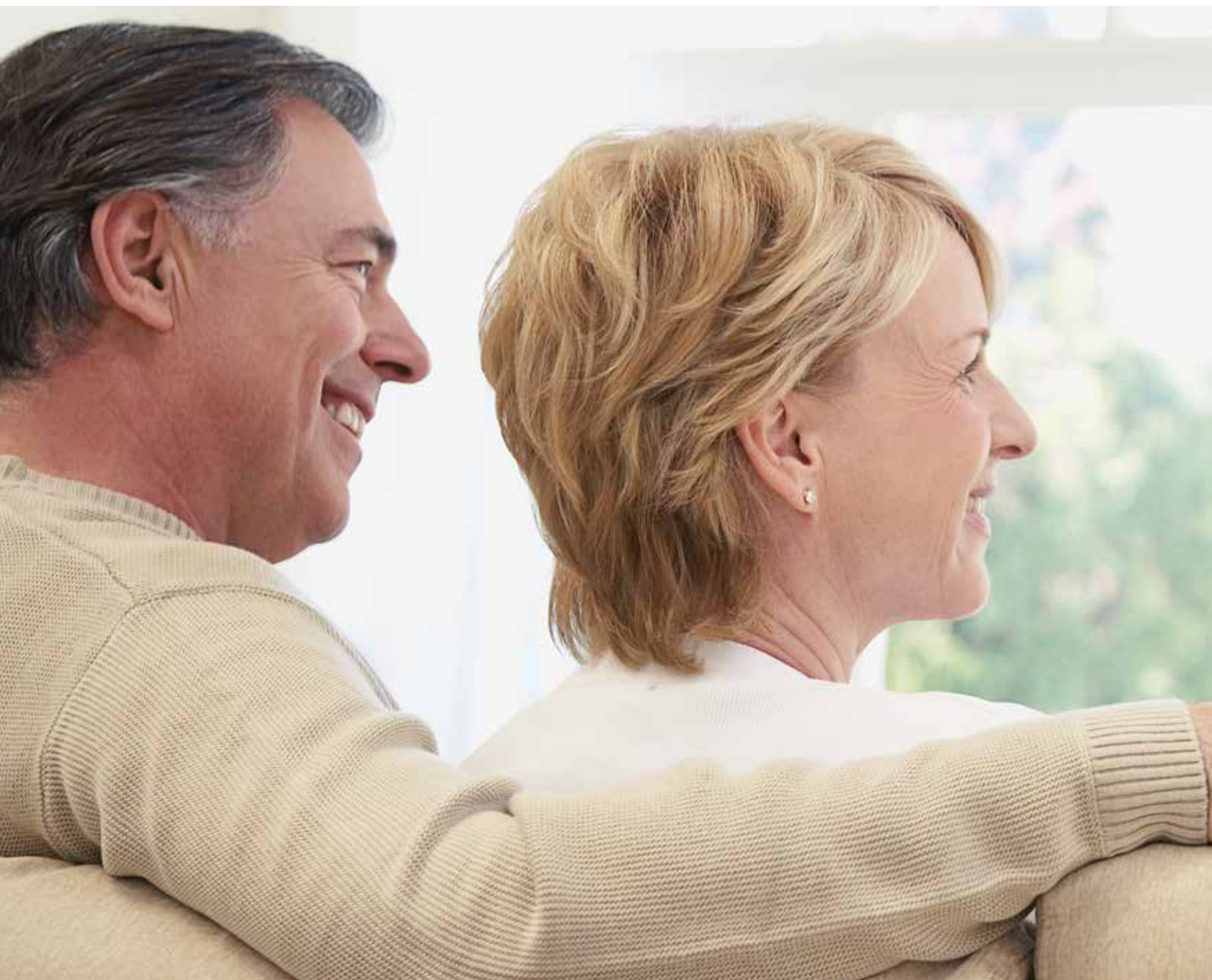
TODAY,
I made sure my
clients were protected.

Making sure your clients are protected is your job. But you know that once a life insurance policy is placed, that job is far from finished. In fact, it's just beginning. Your relationship with your client may start with that first policy, but it grows and flourishes as you continue to be a resource for that client and offer life insurance and financial planning solutions that make sense throughout his or her life.

Protective Life offers a Life Check-Up program to help you and your clients get the most out of your life insurance policy review meetings. We provide simple tools for pinpointing opportunities for changes that will benefit your clients. So go ahead, begin your first Life Check-Up.

How does a Life Check-Up Work?

A Life Check-Up is an opportunity for you to have a discussion with your clients about their current and future life insurance needs. During your time together, you'll want to talk about any life changes that may have occurred since your last meeting, perform a life insurance needs analysis and thoroughly review their current policies. Once you have walked through those steps, you can begin to offer solutions that best fit your clients' needs. You'll find that by holding annual Life Check-Ups, you can deepen your relationship with your clients and help them protect tomorrow so they can embrace today.



In this guide, Protective Life walks you through the Life Check-Up process while recommending material that will help you along the way. Make Life Check-Ups a part of your regular practice:

- ① Determine who needs a Life Check-Up
- ② Prepare your clients for the meeting
- ③ Start the conversation
- ④ Perform a life needs analysis
- ⑤ Review current life insurance
- ⑥ Offer creative solutions
- ⑦ Contact your Protective Life representative for help



1 Determine Who Needs a Life Check-Up

Life changes, and so do your clients' life insurance needs. One of the most important elements in a well-rounded financial strategy is life insurance. Yet, it's common for clients with ever-changing lifestyles and financial situations to lack adequate life insurance coverage. Often clients will keep the same, sometimes outdated, coverage through the years. Just think for a moment. Have any of your clients experienced one or more of the following lifestyle changes?

- Marriage or divorce
- Childbirth or adoption
- New job or career change
- Significant salary increase
- Home purchase
- Starting or owning a business
- Nearing retirement
- Financial support of elderly parent(s)

If your clients are like most Americans, the answer is yes...and it's time for a Life Check-Up. Also, when was the last time you met with your client to discuss their life insurance coverage? If it's been more than a year, it's time to schedule a Life Check-Up.

Tools for Getting Started

Life Check-Up: Prospecting Form

Rep Name: _____ Rep Phone: _____

A life insurance review may be appropriate for clients who have:

- A small or large business
- Recently married or divorced
- Purchased a new home
- Given birth or adopted a child
- Started or dual income households
- Received a significant salary increase
- Group life insurance coverage but do not have individual coverage
- Term insurance and may need to consider permanent insurance
- Concerns about having enough cash flow during retirement
- The need to transfer assets to heirs
- Estate tax concerns

Client Name	Married or Single	No. of Children	Amount of Current Coverage	Life Insurance Objective

If you have any questions, contact your Protective Life representative or Dedicated Life Consultant.

To access a full list of Life Check-Up materials and resources, please visit www.protective.com/lifecheckup.

This form will help you identify potential Life Check-Up opportunities from your current book of business.

Life Check-Up: Getting Started

Let's face it, thinking about life insurance makes some people uncomfortable. After all, nobody wants to think about a time they won't be around.

Instead, think about this: **if something happened to you, what would happen to your family?** Would they be able to take care of their home? Would it change their lifestyle? How would they handle the unexpected expenses of everyday life?

These questions might make you worry, especially if you're unsure of the answers.

Making sure your family is taken care of is easier than ever when you come in for a free Life Check-Up. We'll look at your existing life insurance plan to determine if it meets your current financial needs, and see if the coverage and features make sense for your long-term plans.

Your Life Check-Up may show that your current policy hasn't performed as expected, or no longer provides enough coverage. If so, we can make simple changes to help ensure that your loved ones will be adequately covered should something happen to you.

Schedule Your Free Life Check-Up Today.

Don't let another day go by worrying about what might happen tomorrow. Let's answer your questions by scheduling a Life Check-Up with one of our "Email Address" or "Phone Numbers" - We'll help you protect tomorrow, so you can embrace today.

Sincerely,

Financial Representative Name _____
Company Name _____

Use this prospecting letter template to help you reach clients on your prospecting list. You can customize with your clients' names and your own information. Follow up with a phone call to schedule your first meeting.

TODAY, I made sure my family is protected.

When was your last Life Check-Up?
Your family's financial health may depend on it.
Let us protect your tomorrow, so you can embrace today.

Protective Life Insurance Company

Customize this postcard with your contact information and send to the clients on your prospecting list to get them thinking about life changes and their life insurance coverage. Follow up with a phone call to schedule your first meeting.

Life Check-Up: Getting Started

Life changes, so should your life insurance.

A change in your life could mean it's time to change your life insurance. You may need more coverage, less coverage, or even a different kind of coverage. The checklist below includes questions to help you determine if you need to schedule a Life Check-Up. Don't let your current policy limit your family's future. It's a good idea to schedule your review to make sure your coverage still meets your needs.

Get started by filling out this quick checklist. Your agent can help you identify next steps based on your results.

Since the last meeting with your financial professional, have you...

- Become married or divorced
- Changed jobs or lost your job
- Purchased a home
- Welcomed a new member to the family
- Started a new business
- Began caring for an elderly family member or person with special needs
- Started saving for education
- Reached retirement
- Been in an accident or become disabled
- Lost a loved one
- Discovered an inheritance or an unexpected asset
- Income a grandparent
- Income an empty nester

Check any of the statements below that describe your situation:

- I want to increase/decrease my insurance or premium amount
- I want to review and/or change my beneficiary
- I'm looking for ideas for an additional investment
- I'm interested in making or changing my retirement plan contributions
- I want to know about beneficiary options
- I need help with my investments
- I'd like to review/invest in an estate plan
- I want to set up a trust
- I'd like to review/invest in an estate plan
- I want to set up a trust

What are you interested in learning more about?

- Life insurance
- Investing
- Retirement planning
- Other
- Disability income insurance
- Estate planning
- Business continuation or business planning

Find out more about Protective Life's Life Check-Up program by contacting your agent.

You can share this Getting Started checklist with your clients when you meet to aid your discussion about the types of life changes that may prompt the need for new or different life insurance coverage.

② Prepare Your Client for the Life Check-Up

Once you have scheduled the meeting, you need to make sure your clients are prepared. Prior to the meeting, contact your clients and remind them to bring copies of any life insurance policies they may have with them to the meeting. If your clients have already filled out a needs analysis, make sure they bring that as well. In addition, you'll want to have the right material on hand to aid your discussion. Consider handing out copies of the Getting Started checklist, one of the Life Needs Analysis worksheets and the Life Check-Up consumer brochure.

Also, if your client decides to replace a current policy, you will want to have the template for the Letter to Insurance Company ready, also provided with this brochure.

All of these materials can be found at www.myprotective.com/lifecheckup.

Tools for Preparing Your Client

Life Insurance Needs Analysis Calculator
A Tool to Estimate the Right Amount of Life Insurance Coverage

Immediate Cash Needs

- Final Expenses: The amount needed to cover all final expenses upon your death. This includes funeral, medical expenses, probate fees, etc. Current average funeral expenses are about \$10,000.
- Debt: Does your mortgage balance show you have any debt on your mortgage upon your death?
- Other Debt: Estimate the amount needed to pay off your debts. Include credit card balances, car loans, recreational loans and other outstanding balances.
- Emergency Fund: The amount you would like to reserve to substitute financial needs, such as income that ends with disability, medical expenses, and household repairs.
- Education Fund: The total cost of attending your children's college. The current annual average costs of public education colleges are about \$7,000 and \$21,000, respectively.
- Net Cash to Be Available: How do you plan to fund it?

Future Income Needs

- Survivor Income Replacement Need: Generally, it is assumed that your family will need to replace 85% to 95% of your current gross annual income, in order to replace the amount of living expenses you have.
- Spouse's Income: Determine using the Spouse's Data Worksheet.
- Present Value of Future Income Needs: Line 7 Total Line 8

Available Funds

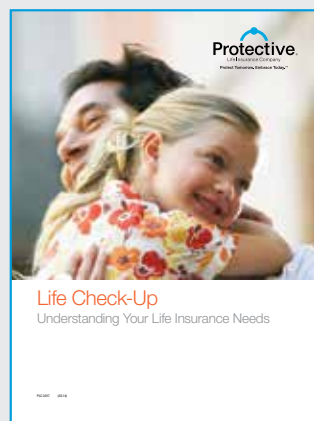
- Living and Investment: The current value of living and investment assets which may be available to provide your family cash flow upon your death. Include IRAs, 401(k)s, annuities and other retirement accounts.
- Retirement Savings: The current value of retirement savings which may be available to provide your family cash flow upon your death. Include IRAs, 401(k)s, annuities and other retirement accounts.
- Other Assets: All other assets which may provide income to your family (life insurance, investments, rental properties, etc.).
- Current Life Insurance: Include all life insurance policies, including coverage through your employer.
- Net Available Funds: Based on average 10%

Needs Summary

- Net Cash Needs at Death: Line 6 plus Line 8
- Total Available Funds: From Line 14
- Amount of Additional Life Insurance Coverage Needed: Line 15 minus Line 14

Page 1 of 2

These flyers help you and your clients evaluate their current life insurance needs. You may want to mail or email a copy to your client prior to your meeting.



This consumer brochure explains the importance of life insurance, how it fits into different situations, and takes your client through a simple needs analysis, a life planning questionnaire and quick quiz on life insurance needs. You can ask your client to fill in these sections prior to your meeting, or walk through the brochure together during your Life Check-Up meeting.

Letter to the Insurance Company Template
Share this template with your clients who need to gather information from their current insurance company.

DATE: <Date>
TO: Customer Service Unit of Insurance Company
FROM: <Name and Title, Insured Customer>
SUBJECT: Request for In Force Illustration

Dear Customer Service Unit:

I am requesting my life insurance coverage. Please send the following information as close to the date of this letter as possible:

- Cash surrender value
- Death benefit
- Cost basis information

Additionally, please send an in force illustration for my policy number: _____

Policy Form Number: _____

In preparing this information, please assume current interest rates and current mortality/expense rates in the future and assume current premium payments for the life of the policy.

Please fax the requested information to my Financial Representative, <Name>, <Office> with <PMM NUMBER>. That fax number is <Fax Number>. Your timely response will be most appreciated.

Mr. Insured Customer _____ Ms. Valued Customer _____

Done, Other Than Insured(s) _____

PL2008-0029

This letter, which you can access at www.myprotective.com/lifecheckup, can be filled in with your clients' policy information and sent to their insurance company to request additional information.

③ Start the Conversation

Once you have successfully scheduled the meeting and have your client in your office, now is the time to talk to your client about his or her goals. It's important that you have your client answer the following questions to guide your process:

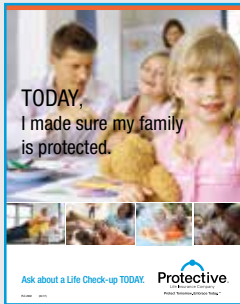
- Why are you considering purchasing life insurance or changing your current coverage?
- What would you like to accomplish with this review?
 - Lower premiums
 - Higher/lower death benefit
 - More cash value
 - Chronic illness coverage
 - Retirement income
 - Other concerns
- What has changed in your life since we last met?
(Provide the Getting Started worksheet and have the client indicate life changes)

Many advisors find the most difficult part of their meeting is actually beginning the conversation. Below are some conversation starters to help get the discussion with your client moving in the right direction.

Conversation Starters

- A** Jim, what have you done to help [spouse] **send the kids to college** if something were to happen to you?
Let's arrange a **time to review your family's needs** and make sure you're prepared and protected.
- B** I know you took the **important step of getting life insurance** a number of years back. Has your [lifestyle, work, business, family situation] changed since then?
Have you **reviewed your life insurance coverage since the change(s)**?
Do you think **you need to make changes**?
- C** You've done a great job **purchasing life insurance to protect** [spouse] in the event something happens to you.
Has [spouse] taken additional **steps to protect you** in case something were to happen to [him/her]?
- D** Kathy, you've probably secured enough homeowner's insurance coverage to replace your home, correct? And probably enough car insurance to replace your car, right? Of course, no amount of money can replace your life, but what about **replacing your income for the ones you love if** something were to happen to you?
- E** If you're like most people, your home is your biggest purchase and longest financial commitment. In fact, **how many more years do you have on your mortgage**?
If something were to happen to you, **how would [spouse] pay off that mortgage AND take care of other expenses** such as college funding, debts and day-to-day living expenses?
- F** You've built quite a business for yourself and your family. **What would happen with the business** if something were to happen to you?
What if **something happened to your business partner**?

Tools for Starting the Conversation



This desktop display is a great way for you to promote Life Check-Ups and start the conversation with your clients.

Life Check-Up: Getting Started
 Life changes, so should your life insurance.

A change in your life could mean it's time to change your life insurance. You may need more coverage, less coverage, or even a different type of insurance. This checklist below includes examples of life changes that can affect the type and amount of the insurance you need. If you've experienced one of these, or another significant life event, now is a good time to schedule a complimentary Life Check-Up. Even if you haven't experienced any major changes in your life, it's a good idea to schedule regular check-ups to make sure your coverage still meets your needs.

Get started by filling out this quick checklist. Your agent can help you identify next steps based on your results.

Since the last meeting with your financial professional, have you...

<input type="checkbox"/> Became married or divorced	<input type="checkbox"/> Completed retirement
<input type="checkbox"/> Changed jobs or lost your job	<input type="checkbox"/> Seen in an accident or become disabled
<input type="checkbox"/> Purchased a home	<input type="checkbox"/> Lost a loved one
<input type="checkbox"/> Welcomed a new member to the family	<input type="checkbox"/> Received an inheritance or an unexpected windfall
<input type="checkbox"/> Started a new business	<input type="checkbox"/> Became a grantparent
<input type="checkbox"/> Began caring for an elderly family member or a person with special needs	<input type="checkbox"/> Became an empty nester
<input type="checkbox"/> Started saving for education	

Check any of the statements below that describe your situation:

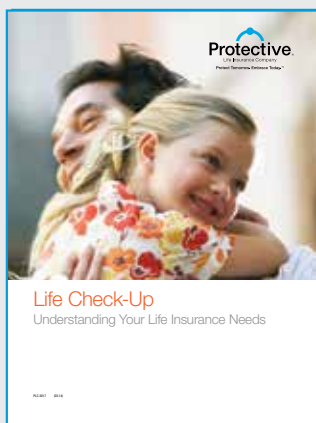
<input type="checkbox"/> I want to increase/decrease my insurance or premium amount	<input type="checkbox"/> I need help with my investments
<input type="checkbox"/> I want to review and/or change my beneficiaries	<input type="checkbox"/> It's time to start an education savings plan
<input type="checkbox"/> I'm looking for ideas for an additional investment	<input type="checkbox"/> It's time to review/revise an estate plan
<input type="checkbox"/> I'm interested in making or changing my retirement plan contributions	<input type="checkbox"/> I want to set up a trust
<input type="checkbox"/> I want to know about transferring assets	

What are you interested in learning more about?

<input type="checkbox"/> Life insurance	<input type="checkbox"/> College funding	<input type="checkbox"/> Disability income insurance
<input type="checkbox"/> Investing	<input type="checkbox"/> Long-term care insurance	<input type="checkbox"/> Estate planning
<input type="checkbox"/> Retirement planning	<input type="checkbox"/> Trusts	<input type="checkbox"/> Business continuation or business planning
<input type="checkbox"/> Other		

Find out more about Protective's Life Check-Up program by contacting your agent.

You can share this Getting Started checklist with your clients when you meet to aid your discussion about the types of life changes that may prompt the need for new or different life insurance coverage.



This consumer brochure explains the importance of life insurance and how it fits into different situations. Your client is taken through a simple needs analysis, a life planning questionnaire and quick quiz on life insurance needs. You can ask your client to fill in these sections prior to your meeting, or walk through the brochure together during your Life Check-Up meeting.

4 Perform a Life Needs Analysis

The foundation of a Life Check-Up is a comprehensive needs analysis. Through this process of discovery, you will uncover your clients' goals. They may be concerned with income replacement, retirement income planning, legacy planning or something else. Beginning with a needs analysis will help you guide your client to the right solution. A needs analysis can be a simple equation calculating death benefit needs minus available funds, or it can be more detailed, segmenting out different types of expenses, income needs and available funds.

Protective Life provides both simple and detailed needs analyses, included in the back pocket of this brochure. Select the approach you feel works best for your client. Keep in mind that you can find electronic versions of both needs analysis worksheets at www.myprotective.com/lifecheckup. These electronic documents will automatically calculate the need as you fill in the fields.

If you had sent your client a needs analysis to complete prior to the meeting, take a look at it together. Or, provide one of the two versions during your meeting, and complete it with your client.

Tools for Getting Started

Life Insurance Needs Analysis Calculator

A Tool to Estimate the Right Amount of Life Insurance Coverage

Irrevocable Cash Needs

- Final Expenses: The amount needed to cover all final expenses upon your death. This includes funeral costs, medical expenses, probate fees, etc. Current average funeral expenses are about \$10,000.
- Mortgage: Enter your mortgage balance here. If you think to pay off your mortgage upon your death.
- Other Debt: Estimate the amount needed to pay off your debts. Include credit card balances, car loans, installment loans and other outstanding liabilities.
- Emergency Fund: The amount you would like to reserve for unforeseen financial needs, such as income loss due to disability, medical expenses, and educational expenses.
- Education Fund: The amount of funding your children to college. The current annual average costs of public in-state colleges are about \$1,000 and \$2,000 (non-residents).
- Total Cash for Irrevocable Needs: Sum of Lines 1 through 5.

Future Income Needs

- Spouse's Income Replacement (Based on Salary): Is estimated that your family will require to replace 60% to 70% of your current gross annual income to enable to maintain the standard of living after your death.
- Money Factor: Determine using the Money Factor Chart (shown).
- Total Future Income Needs: Sum of Lines 6 through 8.

Available Funds

- Liquid and Investments: The current value of savings and investments which may be liquidated to provide cash to fund the rest of your needs (include stocks, bonds, money market funds, etc.).
- Retirement Savings: The current value of retirement savings which may be liquidated to provide your family with the rest of your needs (include IRA, 401k, annuities and other retirement accounts).
- Other Assets: All other assets which you would like to use to fund your needs (including cash, mutual funds, IRAs, etc.).
- Current Life Insurance: Includes all life insurance policies including coverage through your employer.
- Total Available Funds: Sum of Lines 9 through 13.

Needs Summary

- Total Future Income Needs: Lines 6 through 8.
- Total Available Funds: Lines 9 through 13.
- Estimate of Additional Life Insurance Coverage Needed: Line 13 minus Line 14.

Page 1 of 2

This flyer helps you and your clients evaluate their current life insurance needs.

5 Review Current Life Insurance

Since you have asked the client in advance to bring their current policy/policies to the meeting, you are ready to review the policies and ensure the following areas are complete and correct:

- Premium amount
- Guarantees
- Death benefit
- Optional riders and endorsements
- Beneficiaries

Ensuring accuracy of these key areas is critical to the Life Check-Up process. Not only are you making sure that their current policy is in good shape, you may be uncovering opportunities for change by simply reviewing the data with your clients. For example, you may quickly find that they need a higher death benefit when it doesn't match up with their life needs analysis results. You could determine that your client would benefit from owning a policy with a chronic illness rider. Maybe your clients' beneficiaries have changed since the policy was last reviewed. A thorough review will help ensure that your clients' policies suit their needs.



⑥ Offer Creative Solutions

Now that you have analyzed your client's current coverage, their changing needs, and talked to them about their objectives, you are ready to get to work. It's time to offer solutions that will help your client accomplish their goals. Perhaps adding an income rider to a product can help lower monthly premiums, while still achieving their desired death benefit. Or, maybe your suggestion of adding a chronic illness rider will ease your client's worries when it comes to their future health and healthcare expenses. The options are endless, and every client's situation is different. By sharing your knowledge and offering solid solutions, you will enrich your relationship with your client.



⑦ Contact your Dedicated Life Consultant or your Protective Life Representative for Help.

Protective Life is here to help you along the way. Consult your Protective Life representative or visit www.myprotective.com/lifecheckup to access Life Check-Up materials for prospecting, client education, conducting meetings and following up. Be sure to review the available material and work with your Dedicated Life Consultant on setting up your Life Check-Up meetings.



Next Steps

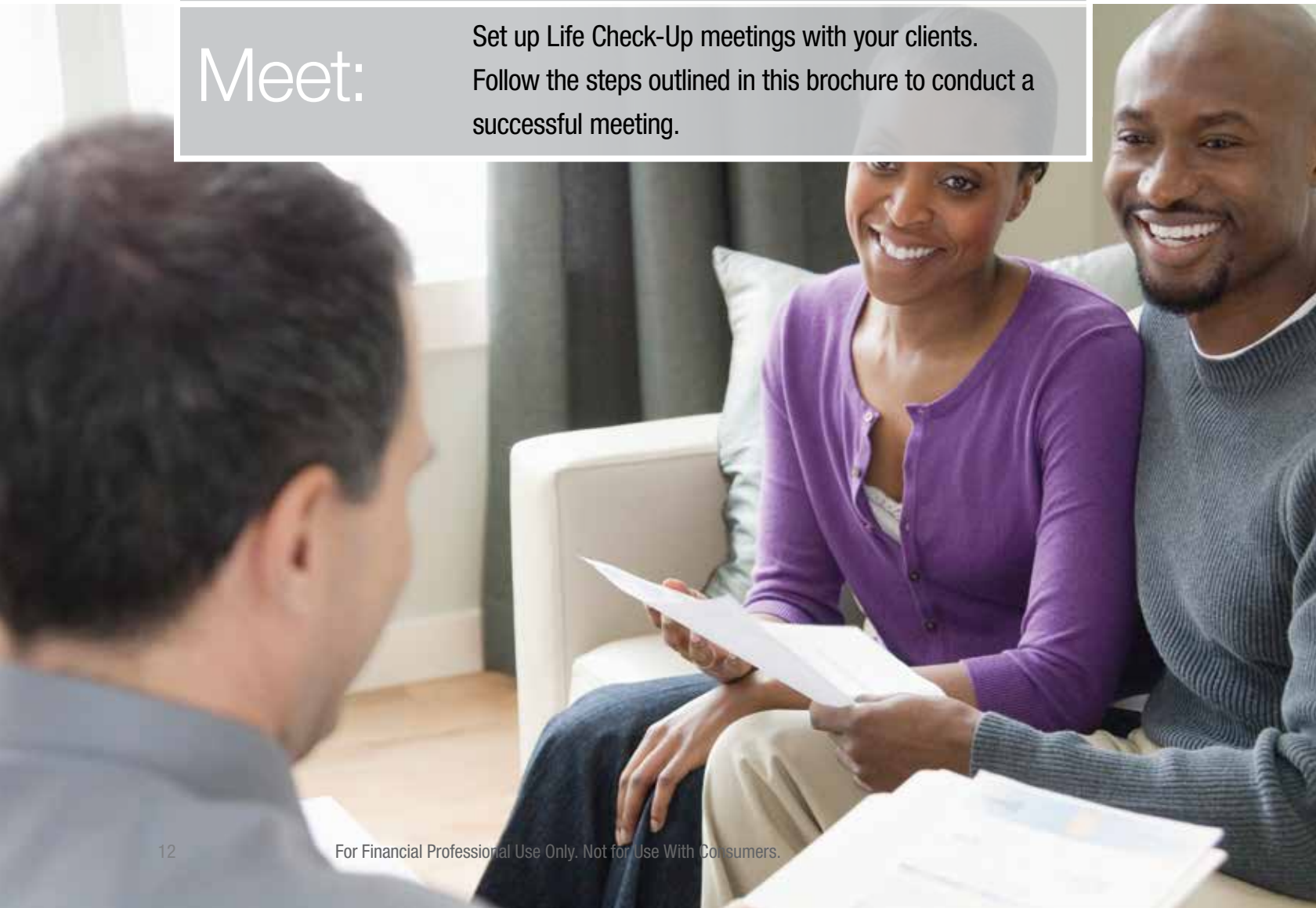
Review: Review your current book of business for clients who may need a Life Check-Up.

Contact: Reach out to those clients with an email, letter, postcard or mailer (check available materials from Protective Life).

View: View the available Life Check-Up materials—visit www.myprotective.com/lifecheckup.

Talk: Talk to your Protective Life Representative for help with your policy review meetings or for more information.

Meet: Set up Life Check-Up meetings with your clients. Follow the steps outlined in this brochure to conduct a successful meeting.



To access a full list of Life Check-Up materials and resources,
please visit www.myprotective.com/lifecheckup.

Life Insurance and Variable Universal Life Insurance policies issued by Protective Life Insurance Company (PLICO). Securities offered by Investment Distributors, Inc. (IDI). Both located in Birmingham, AL. IDI is the principal underwriter for registered insurance products issued by PLICO, its affiliate.

Investors should carefully consider the investment objectives, risks, charges, and expenses of variable universal life insurance and its underlying investment options before investing. This and other information is contained in the product prospectus and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by calling PLICO at (800) 456-6330.



www.protective.com

Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured May Lose Value