

# Illinois Mutual Case Study

Empowering Agents with Illinois Mutual's  
Path Protector Plus® Simplified Issue Whole Life (SIWL)



## Overcoming Barriers in Life Insurance Sales

For many insurance agents, selling life insurance comes with significant challenges. Clients often hesitate to purchase policies due to perceptions of complexity, lengthy application processes, and concerns about qualification and affordability. These concerns lead to longer sales cycles and missed opportunities. To succeed, agents need a product that minimizes these barriers while effectively addressing the needs of middle-income families.

## Why SIWL Works for Agents

Illinois Mutual's SIWL product aligns with the realities of today's insurance market, offering:

- **Speed:** Simplified underwriting accelerates the sales process, allowing agents to close more deals in less time.
- **Flexibility:** Broad eligibility ranges ensure agents can provide solutions for various life stages.
- **Trust-Building:** By addressing common objections, SIWL positions agents as knowledgeable and client-focused problem-solvers.

## Market Demand for Simplified Issue Whole Life (SIWL)

Illinois Mutual recognized these pain points and developed the Path Protector Plus® Simplified Issue Whole Life (SIWL) insurance product to address them. SIWL caters to clients who need final expense coverage, helping to ensure their loved ones aren't burdened with financial obligations after their passing. Key market dynamics driving demand for SIWL include:

- **Final Expenses:** Can help beneficiaries pay for funeral costs, medical bills, outstanding debts and other final expenses.
- **Ease of Qualification:** Easier to obtain, compared to fully underwritten policies.
- **Guaranteed Premiums:** No premium increases, ensuring long-term affordability.
- **Stable Death Benefits:** The death benefit does not decrease over time.\*
- **Tax-Free Payouts:** Beneficiaries receive the death benefit free from income tax.\*\*

## Target Markets for SIWL

SIWL is an ideal solution for customers who:

- Are ages 45 to 85 and need coverage amounts between \$5,000 and \$50,000<sup>1</sup>.
- Seek improved financial security for their surviving loved ones.
- Are first-time buyers or retirees seeking straightforward coverage.



\*Outstanding loans accrue interest and reduce the policy's death benefit.

\*\*Life insurance benefits are generally includible in one's estate and, as such, may be subject to estate taxes. An accountant or attorney should be consulted regarding individual circumstances.

<sup>1</sup>\$50,000 maximum total death benefit per insured.

# Agent Success Story: Brian's Experience with SIWL

## Agent Profile:

Brian is an independent insurance agent with 20 years of experience serving middle-income families. Many of his clients have limited knowledge about life insurance, making them hesitant to commit.



## The Challenge

Brian found that potential clients often delayed purchasing life insurance due to concerns over:

- **Complexity:** Too many policy details overwhelmed clients.
- **Lengthy Application Processes:** Traditional underwriting took too long.
- **Cost and Qualification Doubts:** Many feared they couldn't afford a plan for which they might qualify.

## The Solution

To address these concerns, Brian incorporated Illinois Mutual's SIWL into his sales strategy. His approach included:

- **Education First:** By simplifying complex life insurance concepts, Brian helped clients understand SIWL's straightforward benefits.
- **Personalized Proposals:** Brian highlighted how SIWL could help alleviate specific financial concerns, such as burdening loved ones with medical bills, funeral costs and outstanding debts.
- **Shorter Sales Cycles:** The simplified underwriting process enabled Brian to submit applications quickly, reducing client wait times and boosting confidence.

## The Results

After integrating SIWL into his portfolio, Brian experienced:

- **Increased Sales:** A significant rise in issued policies within six months.
- **Stronger Client Relationships:** Clients appreciated the easy process, leading to more referrals.
- **Improved Efficiency:** With a faster application process, Brian spent more time helping clients rather than managing paperwork.

## Conclusion

Illinois Mutual's Path Protector Plus® Simplified Issue Whole Life insurance is essential for agents looking to expand their reach, streamline their sales process and build stronger client relationships.

Join the many agents, like Brian, who have leveraged SIWL to help grow their business and help families secure their financial future.

Learn more about how Illinois Mutual's SIWL can help you succeed by visiting [www.IllinoisMutual.com/SIWL](http://www.IllinoisMutual.com/SIWL) today.

*Policy Form LWL18NI, Whole Life Insurance Policy; Policy Form LSPWL18NI, Single Premium Whole Life Insurance Policy*

*Not available in AK, DC, HI, MT or NY. Coverage and availability may vary in other states.*

*For policy costs and details of coverage, limitations, exclusions and terms, contact Illinois Mutual. If any discrepancies exist between this communication and the policy, the terms of the policy will prevail.*

*Illinois Mutual, its agents and representatives may not give legal or tax advice. An accountant or attorney should be consulted regarding individual circumstances.*

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