



Lenders Insurance Solutions Group LLC

Discuss what “Really Counts”

Sometimes, when we offer products and services, we forget the little things....what “really counts”, so it’s worth going back and reflecting how important Payment Protection is for your borrower:

FACTS:

- ✓ Credit Insurance works in conjunction with your borrower’s other life and disability insurance
- ✓ Payment Protection is designed to protect the borrower’s loan and loan payment in the event of death, injury or illness
- ✓ Payment Protection is a valuable service provided by your financial institution to the borrower and for their loan
- ✓ Payment Protection protects:
 - ✚ Loan or loan payment
 - ✚ Credit rating
 - ✚ Collateral
 - ✚ Reduces collection costs

FEATURES:

- ✓ Coverage is tied directly to the loan
- ✓ Cost is the same for all borrowers
- ✓ Premium is based on the amount financed and term
- ✓ Convenient to purchase
- ✓ No physical required

BENEFITS:

- ✓ Reduces stress on the family during a difficult time or in time of need
- ✓ Family is able to maintain their lifestyle
- ✓ Pays in addition to other insurances
- ✓ Credit rating and collateral remain intact
- ✓ Peace of mind for pennies a day

STATISTICS:

- ✓ We should have 8-10 times our annual salary in life insurance
- ✓ 76% of Americans own less than \$25,000 in life insurance
- ✓ 1 in 4 widows will spend their entire life insurance benefit within 60 days....or less
- ✓ A death occurs every 5 minutes
- ✓ 80% of Americans would exhaust their entire savings within 2 months without the ability to earn an income
- ✓ 50% of foreclosures are a direct result of a disability
- ✓ 63% of workers have no short term disability coverage
- ✓ 1 in 3 Americans between the ages of 25-65 will be disabled for a minimum of 90 days

Don’t make the decision for your borrower. **Education is key**....and helping your borrower identify with how Payment Protection gives them the information necessary to make a good financial decision. Discuss what “Really Counts” and let them decide!