



Lenders Insurance Solutions Group LLC

A Product for “All Reasons”

Client education is an important aspect of your position. Their financial well-being should be your primary concern. We may look at positioning the client financially with a better type of loan, loan rate, checking or savings account; however, if we don't educate them on protecting those financial decisions, then we are not providing the “value-added” service that clients have come to expect.

We need to help clients understand that Payment Protection is a product for **“all reasons”**. Let's look at some pertinent data that allow most clients to invest in their financial security:

- ✓ Credit products are the foundation of the pyramid that makes up a consumer's financial well-being.
- ✓ Keep up-to-date on credit related products legislative and/or regulatory changes so that you can educate your clients, allowing them to make an informed decision.
- ✓ Payment Protection has minimal underwriting which allows for increased client participation.
- ✓ Small face values (which match the amount of the loan) may provide an affordable opportunity.
- ✓ What is the price for peace of mind? For your client, the affordable coverage may help this client protect their family, their other investments and their credit.
- ✓ Maintaining their standard of living.

What “reasons” do your clients have to protect their loans; what is the negative impact if we don't educate our clients and help them make a well informed decision? Should you take responsibility for that negative impact if you don't take the time to offer, educate and inform your clients? In essence, **“yes”**. It's always important to discuss Payment Protection; however, if we're not educating the client, we're not providing the “value-added” service that your clients not only expect.....but should receive!