

The Nuts and Bolts of Large Annuity Case Design

In an effort to help you close more large cases, we have outlined the major steps and information required in case preparation and submission.

The majority of carriers require a Large Case Questionnaire and Agent Data sheet (especially if you are writing cases in excess of \$2 million). The carrier will be requesting:

- Basic agent data
- Client name, gender, and state of residence
- Financial objectives of the client in purchasing the annuity
- Source of the premium, including the percent of assets the annuity will represent of the client's estate
- Ownership
- Copy of the trust (if owned by a trust)
- Product type (immediate or deferred)
- How the funds will be deposited or transferred to the carrier

Product Specifics

- Specific category if deferred (multi-year guarantee, bonus, etc.)
- First year rate and over-term yield requirements
- Length of term requirements if an immediate annuity is being recommended
- Carrier financial rating standards

Additional Questions

- Are commission reductions feasible to increase rates/payouts to the annuitant?
- Does the medical condition of the client warrant the use of medically underwritten products?
- Do client characteristics place the carrier at risk of anti-selection?
- Is the case so large that carrier capacity will be breached and multiple carriers will need to be employed?

Contact your **CBS Marketing Director at 763-450-1870** for additional information about large annuity case design.