



Below is a view of the Workbook Main Window from the InsMark Illustration System used for Blog #188 along with a description of its contents.

InsMark Illustration System

Client Workbook Edit Tools Options Help Agent List

Export Workbook... Bob's Blog

Workbook Main Window

Proposals for the workbook: Blog #188

Proposal Description	Sales Concept	Policy Data (if applicable)			
		Policy Notation	Initial Premium	Death Benefit	Name of Product
1. WL vs. Term + Bond Fund	Permanent vs. Term	Blog #188 (Whole Life-20 P...	\$20,000	\$765,000	Par Whole Life
2. InsMark Compare	InsMark Compare	Multiple notations	\$20,000	\$765,000	Multiple products

Proposal

- New...
- Copy
- Edit
- Delete
- Preview

Workbook file: Blog #188.! Import this digital workbook file into your *InsMark Illustration System* to see precisely how data was entered to create the illustrations for Blog #188. We strongly recommended that you read Blog #188 before proceeding as it will ease your understanding of the design descriptions below.

Proposal 1. This illustration was prepared using the Permanent vs. Term module located on the Personal Insurance tab of the InsMark Illustration System. The policy values for the Participating Whole Life should either be imported from an InsMark's linked insurance company or entered by you in InsMark's Source Data Storage. If linked data is not available, many users export values from a pdf to Excel and copy appropriate columns of data and paste them into the relevant fields in InsMark's Source Data Storage.

Proposal 1 includes a taxable bond fund to utilize the difference in premiums between the Whole Life and the term.

Proposal 2. We used our InsMark Compare module (located on the Personal Insurance tab) to illustrate the Whole Life from Blog #188 and the Indexed Universal Life from Blog #187. The purpose of this is not to pick the "best" policy as that depends on each client's risk profile. A more conservative client may prefer Whole Life due to its guarantees; a more aggressive client may favor Indexed Universal Life and its opportunities for higher returns. Our InsMark Compare¹ module along with Risk Tolerance Questionnaire mentioned below can be of assistance in helping a client decide which policy type is personally preferable.

¹The InsMark Compare module in the InsMark Illustration System provides you with complimentary access to the FINRA-approved Risk Tolerance Questionnaire by [Backroom Technician®](#) provided by Advisys, Inc.

Conclusion

Cash value life insurance – whether Indexed Universal Life or Participating Whole Life – is an exceptional alternative to "buy term and invest the difference", and InsMark illustrations can help you convey this to your clients and prospects.

If cash flow is in short supply or if the need for coverage is for a brief period, term insurance can make a lot of sense; however, for longer intervals, if the cash flow exists to buy what you want, a cash value policy is the only logical choice.

Important Note #1: The hypothetical life insurance illustrations referred to in this report assume the nonguaranteed values shown continue in all years. This is not likely, and actual results may be more or less favorable. Actual illustrations are not valid unless accompanied by a basic illustration from the issuing life insurance company.

Important Note #2: The information in this report is for educational purposes only. In all cases, the approval of a client's legal and tax advisers must be secured regarding the implementation or modification of any planning technique as well as the applicability and consequences of new cases, rulings, or legislation upon existing or impending plans.

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