

THE SIMPLE STUFF

A case study on Term Life Insurance

AT A GLANCE

Challenges

- Fear of Financial Uncertainty
- Intimidation of New Home Purchase
- Urgency for Insurance Coverage

Benefits

- Affordable Life Insurance options
- Immediate Financial Protection
- Quick and Easy Application Process



 **CORE**
CORE SUPPORT

Finding the right insurance for LIAM's friends was important. The Core Team helped LIAM find something that was affordable, quick to be in force, with the right amount of coverage. They used the client goals to find a policy that would give them a peace of mind, so LIAM could confidently propose a solution to ease their minds.



BACKGROUND

Nick and his wife Nicole, both 35, have a 2-year-old son, Nicky, and are planning to expand their family. They are looking to upgrade from their current home, confident in their financial ability to afford a new house. During a home inspection, Nick falls off a ladder while Nicky runs underneath it. Although Nick lands safely, the incident causes Nicole to worry about their future. She wonders how she would manage financially and care for their children alone if something serious were to happen to Nick. This fear makes her apprehensive about buying a new home.

THE SOLUTION

That night, Nick and Nicole had their friend LIAM, who works in insurance, over for dinner. As Nicole shared her fears about buying a new home, LIAM suggested life insurance. He explained that as a healthy 35-year-old couple, they could each get a \$1 million policy for less than \$40 a month. This 20-year term policy would provide a \$1 million benefit if anything happened to either of them, offering an affordable way to protect their family. However, they needed coverage quickly to make an offer on their dream home. LIAM suggested Symetra Swift Term, which allowed them to apply instantly from his phone. After completing a short questionnaire, both were approved on the spot, providing them with immediate peace of mind.

THE ESTATE

A case study on GUL

AT A GLANCE

Challenges

- Health Considerations
- Securing Favorable Underwriting

Benefits

- Customized Insurance Strategy
- Comprehensive Market Comparison
- Effective Problem Resolution



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Betty, 65, is in good health but takes several medications and has a history of skin cancer. LIAM and Core Income created a strategy to secure the best insurance underwriting for her. They arranged a medical exam, collected her records, and consulted with an underwriter before approaching top insurance companies. This process helped LIAM find a policy that met Betty's needs.



BACKGROUND

Betty, a 65-year-old widow with 3 children and 8 grandchildren, owns 12 rental houses worth \$4 million and a \$1 million portfolio. She lives comfortably on Social Security, her late husband's pension, and rental income. While discussing her legacy with her financial advisor, Betty learns that if her assets continue growing at 6%, they could be worth \$21.5 million by age 90. However, due to the estate tax changes in 2026, she may face a 45% estate tax on assets over \$5 million, totaling \$7.4 million. Betty now wonders how her heirs will cover this tax without having to sell the rental properties, especially if the market conditions aren't favorable when she passes.

THE SOLUTION

Betty meets with her advisor and LIAM to discuss an estate plan and agree on the need for liquidity to cover estate taxes and ensure a smooth transfer of her real estate to the next generation. By setting up an Irrevocable Life Insurance Trust (ILIT) and gifting \$160,000 annually, the trust buys a guaranteed life insurance policy with a \$7.5 million tax-free death benefit. The rental income covers the premiums, providing Betty peace of mind that her family can make the best decisions with her legacy.

THE YOUNG BIZ OWNER

A case study on business solutions

AT A GLANCE

Challenges

- Valuation and Funding
- Common buy-sell Issues

Benefits

- Tailored Insurance Solution
- Cost-Effective Coverage
- Prevention of Future Issues



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LIAM contacted Core Income to find the right insurance policy for Bryan and his friend's buy-sell agreement. Core tailored policies to match the agreement and shopped over 50 companies, securing coverage for less than \$350 a month to fully fund a \$6 million buy-sell plan. While most buy-sell agreements remain unfunded, Core helps ensure clients avoid these issues.



BACKGROUND

Brian and Lindsey, both 45, are successful professionals with two kids. Lindsey is a marketing executive, and Brian co-owns a small business with his friend. They regularly discuss their estate plan to ensure financial security for their family. During one discussion, Lindsey asked what would happen to the business if Bryan passed away. Currently, she would inherit his share, but managing the business alongside her career seemed overwhelming. Concerned, Brian decided to meet with his friend LIAM for advice.

THE SOLUTION

Bryan, Lindsey, and LIAM met to discuss their concerns about the future of Bryan's business if he were to pass away. LIAM noted this is a common issue for business owners and suggested a buy-sell agreement. This agreement would allow his friend to buy Bryan's shares from Lindsey if something happened to Bryan. However, since the business was valued at over \$6 million, his friend didn't have the \$3 million needed to buy Bryan's shares. LIAM proposed using a cross-purchase life insurance policy: The friend would buy a \$3 million policy on Bryan and vice versa. If either partner passed away, the survivor would receive a tax-free death benefit to purchase the shares from the deceased's family.