

# LIFE INSURANCE ADVISORS, INC.

## FEE-ONLY INSURANCE CONSULTING

Help Your Clients Unlock  
Money-Saving Secrets  
About Life Insurance  
That No One Else Will Tell Them

**W**here should your clients turn for guidance about life insurance – to a person whose income depends on commissions from product sales ... or to a company that thrives on the quality of its advice?

*When the success of a carefully crafted estate or financial plan is at stake, the choice is clear. And the moderate fee for the impartial counsel of someone without ties to an insurance company and no policies to sell is a truly wise investment.*

*Life Insurance Advisors, Inc., can lead your clients through the confusing maze of insurance choices. Its objective advice will help them save large sums on new insurance purchases and avoid costly mistakes with existing policies that may be in trouble.*

### **Life Insurance Advisors, Inc.**

*Fee-only services that save significant dollars on new policies and preserve and enhance the value of existing insurance*

### **David N. Barkhausen**

*President*

### **A Recognized Expert in Insurance and Estate Planning**

David N. Barkhausen is uniquely qualified to lead a firm specializing in fee-only life insurance advice for clients of estate planning professionals. An estate planning attorney, he later became a top agent for Northwestern Mutual Life, earning both CLU and ChFC designations in record time. As a licensed fee-only insurance advisor, he offers the insight of an experienced agent without the bias inherent in commission-based compensation.

Mr. Barkhausen has been a frequent speaker and author for the Chicago and American Bar Associations and the Illinois CPA Society in legal and insurance magazine. He also conducts comprehensive seminars on life insurance products and their application in estate and business planning situations. (Please visit [www.lifeinsuranceadvisorsinc.com](http://www.lifeinsuranceadvisorsinc.com), where more than 40 of Mr. Barkhausen's articles appear.)

### **LIFE INSURANCE ADVISORS, INC.**

- Money-saving recommendations for new life insurance purchases
- Reviews and recommended remedies for existing policies that are endangered or performing poorly

### **PLUS**

- Insurance recommendations and reviews for estate plans, buy-sell agreements, and executive compensation programs
- Analysis of split dollar plans and alternatives
- Expert advice or testimony in connection with litigation

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## WHY YOUR CLIENTS NEED FEE-ONLY LIFE INSURANCE ADVICE.

Let's face it. Life insurance products are confusing. It takes hours of time and an insider's knowledge to sift through policy projections and conflicting claims about companies and performance statistics. You can get advice from a commissioned agent, but it is inevitably biased toward the products the agent sells.

Mistakes are costly – sometimes disastrously so. Clients frequently pay five times the commission they should and miss out on millions of dollars in death benefits and cash value. Or worse, they're stuck with poorly performing policies that may collapse before the policyholder dies.

A modest investment in the impartial advice of a fee - only consultant can return impressive rewards. Life Insurance Advisors, Inc., can help your clients save thousands – even millions – of dollars. Just as importantly, we can help them assure that the financial worth they have worked to attain will remain for their families.

## CALL ON LIFE INSURANCE ADVISORS, INC. ... WHEN YOUR CLIENTS ARE CONSIDERING THE PURCHASE OF A NEW POLICY ...

Help your clients get answers to the following important questions:

- What is the right amount of insurance and type of policy?
- From what company or companies should my client seek insurance based on company financial strength ratings and historic performance and in light of my client's health and related underwriting factors?
- How can my client pay the lowest commissions on the best products from the most respected companies? (Our advice has enabled clients to reduce commissions by 80% or more on products from the highest-rated companies and to increase returns by 50% or more. See [sample cases](#) on our web site.)
- Are the assumptions that underlie the illustrations of an insurance policy credible in light of the company's past performance?
- Are these assumptions reasonable in comparison to a benchmark of one or more leading life insurance companies?
- How might certain health conditions or other factors affect my client's ability to obtain insurance at a favorable rate?

## ... OR WHEN THEY'RE REVIEWING THE PERFORMANCE OF AN EXISTING POLICY.

- Provide an objective review of the policy's past performance and future projections
- Determine whether current premium payments will sustain the policy over the insured's life span
- Suggest whether policy performance is acceptable in light of possible alternatives
- Recommend action to take on the policy...whether to continue it, modify it, replace it, surrender it, or sell it. In cases of replacement, we will minimize commissions and other costs incurred in a policy exchange.

## REASONABLE FEES, AGREED IN ADVANCE

We will present a written fee agreement in advance of our work. Fees are based on time involved and the complexity and value of the project. We will only proceed with the client's understanding that the benefits of our services far outweigh the cost.