



Sharing Our Success

A MassMutual Strategic Distributors (MMSD) Case Study

MassMutual's Whole Life Product Portfolio protects clients with both guaranteed Death Benefits and guaranteed Cash Value without market exposure. The below success story highlights how our whole life insurance solution best served a client's needs and won the case.



CLIENT BACKGROUND

A 37-year-old male, high income earner in a preferred risk class, was seeking tax-deferred accumulation and the flexibility to access available amounts penalty-free if a need should arise.

This client understood the financial markets well, and was not averse to investing, despite current market fluctuations.

In reviewing the client's profile, the Financial Advisor also identified a need for permanent Death Benefit protection to supplement his term coverage in force in the event of his untimely death.



CASE DETAILS

- To address these concerns with one product, representatives from the BGA and the client's agent prepared a life insurance solution.
- Both variable and fixed options were presented to the client, including MassMutual's whole life product portfolio.
- Based on the client's interest in cash value accumulation and the potential to access the cash value when needed*, they were surprised to see that 10-pay whole life policy had the most compelling solution.
- It further comforted the client knowing whole life insurance is a non-correlated asset, which is unlike other variable product options where the account value can be directly impacted by market conditions.



SOLUTION

The result was a **\$500,000 policy** using paid up additions and no additional riders with a **premium of \$24,275**.

The client was pleased that the potential for cash value available in year 11 surpassed his total premiums paid, and that the cash value growth was not tied to market performance.

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*Distributions under the policy (including cash dividends and partial/full surrenders) are not subject to taxation up to the amount paid into the policy (cost basis). If the policy is a Modified Endowment Contract, policy loans and/or distributions are taxable to the extent of gain and are subject to a 10 percent tax penalty if the policyowner is under age 59½. Access to cash values through borrowing or partial surrenders will reduce the policy's cash value and death benefit, increase the chance the policy will lapse, and may result in a tax liability if the policy terminates before the death of the insured.

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Any guarantees explicitly referenced herein are based on the claims-paying abilities of the issuing insurance company.

Participating whole life insurance products issued by Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111-0001.

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