



**TheInsuranceAdvisor.com**

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**NFP Securities & TheInsuranceAdvsior.com selected to Manage  
Trust-Owned Life Insurance for New York Bankers Association Members**

**The Nation's Largest and Most Influential Banking Association takes the  
Lead in offering Assets-Under-Management Services for Life Insurance  
Trusts**

NEW YORK, NY – The New York Bankers Association (NYBA) announced today that NFP Securities, Inc. (NFPSI), THEInsuranceAdvisor.COM (TIA) and one of TIA's Insurance Banking Centers were selected to provide comprehensive trust-owned life insurance (TOLI) management services to their Member Banks. While life insurance trusts had been exempted from recently imposed standards-for-care, the Uniform Prudent Investor Act (UPIA) now requires that trust-owned life insurance policy holdings be 1) monitored for performance, 2) investigated for suitability, and 3) managed to minimize costs and maximize benefits relative to risk, just like all other investment trusts.

In an effort to comply with the Act, many banks have already hired third-party administrators (TPAs) like Investment Scorecard (f.k.a. Advicon), Resource Insurance Consultants, and TrustBuilder. Now, “NYBA is helping their members go beyond and supplement the monitoring services provided by TPAs to investigate the suitability of existing or newly proposed trust holdings and manage all trust holdings in a manner that demonstrably minimizes expenses and maximizes benefits relative to risk,” according to Dan Babb, Vice President, Insurance & Member Services for NYBA.

“While our members have been approached by many other providers, NFPSI and TIA were selected because they bring the whole turn-key package; they can work with any TPA, they bring empirical product research, and their commitment to independent distribution altogether means our member banks won't hear some sales pitch for some particular product,” adds Babb. “Independent, empirical research is the key to this market,” says Barry D. Flagg, inventor and founder of THEInsuranceAdvisor.COM.

With research, trustees can independently verify rates and terms of both current trust holdings and any alternative trust holdings, which can thus be managed to minimize costs and maximize benefits to their clients. “When banks bring new value to their clients, they can charge an assets-under-management fee just like they do in other investment trusts,” says Flagg. “We work

with many, many banks, and see [THEInsuranceAdvisor.COM](http://THEInsuranceAdvisor.COM) as one of the most exciting tools for demonstrating the alignment of our interests in working with banks,” adds Alec Herring, Director of Strategic Alliances for NFPSI.

While the banking community has been concerned with compliance issues surrounding the Prudent Investor Act and OCC Regulations 9 for some years now, this decision by NYBA is the first step towards banks managing trust-owned life insurance (TOLI) for a fee just like other investments. Dan Babb goes on to say “When I saw the support services coming together that gives our Member Banks ready and scalable access to information about current policy holdings, and ready and scalable access to product research, I knew this was an opportunity to support our banks in managing TOLI the same way they hire investment managers.”

This Comprehensive TOLI Management Program protects you, the fiduciary, from the risks of suitability second-guessing and creates value to bank customers for which your bank can collect an AUM fee. The program is “open architecture” in nature, and allows you to continue to work with your existing TPA and/or the existing agent/broker of current TOLI holdings. These relationships can be audited to ensure that they meet the standards set forth in the prudent process. Best of all, TOLI holdings can be both brought into full compliance, and generate new fee income to the bank for the value of management services provided.

We urge you to take a look at the following link for more details about the Comprehensive TOLI Management Program. To learn more, or to set up an appointment for a demonstration, contact NYBA’s Gus Kananis at 518-434-3556, [gkananis@nyba.com](mailto:gkananis@nyba.com) or Private Client Group’s Steven Zeiger at (917) 750-6201.