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We welcome the opportunity to help you run a **free test report for one of your clients** or send you a sample report.

Either way, call or e-mail us so we can help you expand your practice.

TheInsuranceAdvisor.com
1301 West Fletcher Avenue
Tampa, FL 33612

800-409-3222
(confidential toll-free fax for policy illustrations)

813-908-8242 (phone)
813-908-8901 (fax)

info@theinsuranceadvisor.com
www.theinsuranceadvisor.com

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CPE 2.01 (REV. 10/02)



Unlocking the Black Box...

Have you ever...

...been challenged by your clients for **professional, unbiased, definitive** answers to their questions about life insurance?



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CPE's 5-Star* Rating system provides a balanced assessment of all 5 factors to be considered:

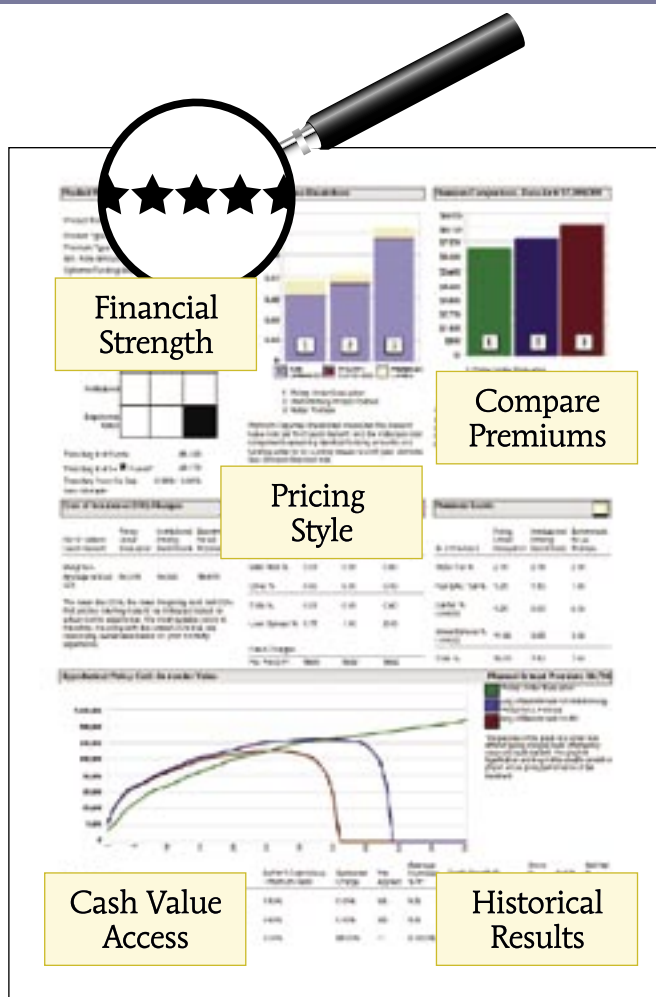
Clients rely on you for the research and advice needed to make more informed decisions

Now you can help.

Use the Confidential Policy Evaluator (CPE) from TheInsuranceAdvisor.com (TIA) to assist clients in making better decisions about their life insurance.

CPE is a patented, objective, rules based process for analyzing permanent life insurance policies (proposed or existing) on an easy to use 5 Star* Rating system that will:

- ✓ *Make objective comparisons valid, easy and understandable.*
- ✓ *Take the mystery out of complex policy design and pricing*
- ✓ *Identify premium savings and/or opportunities to increase policy benefits.*
- ✓ *Determine appropriateness of policy to client's situation*



With TheInsuranceAdvisor.com (TIA) you have a new, unique, patented service that will:

- ✓ *Expand your practice*
- ✓ *Build new income streams*
- ✓ *Document the exercise of your fiduciary duty*
- ✓ *Better prepare you to work with related advisors*
- ✓ *Reassure your clients with questions about their life insurance*
- ✓ *Identify savings through optimal policy selection and monitoring*
- ✓ *Uncover additional benefits available through active portfolio management*
- ✓ *Enhance your professional stature*

CPE converts dozens of pages, hundreds of numbers, and lengthy disclosures found in a single policy proposal into a comprehensive, yet concise CPE Analysis (shown above right).

An Executive Summary explains the rating and the reasons why the policy under evaluation may or may not be as appropriate as other policies in its peer group, and the User Guide translates "insurance speak" into common financial terms.

The result is an easy-to-use tool that goes well beyond simply comparing illustrations and company ratings. With CPE, you know how the product under evaluation measures up against the benchmarks for all products in its peer group, and why.

TheInsuranceAdvisor.com — Unlocking the Black Box...

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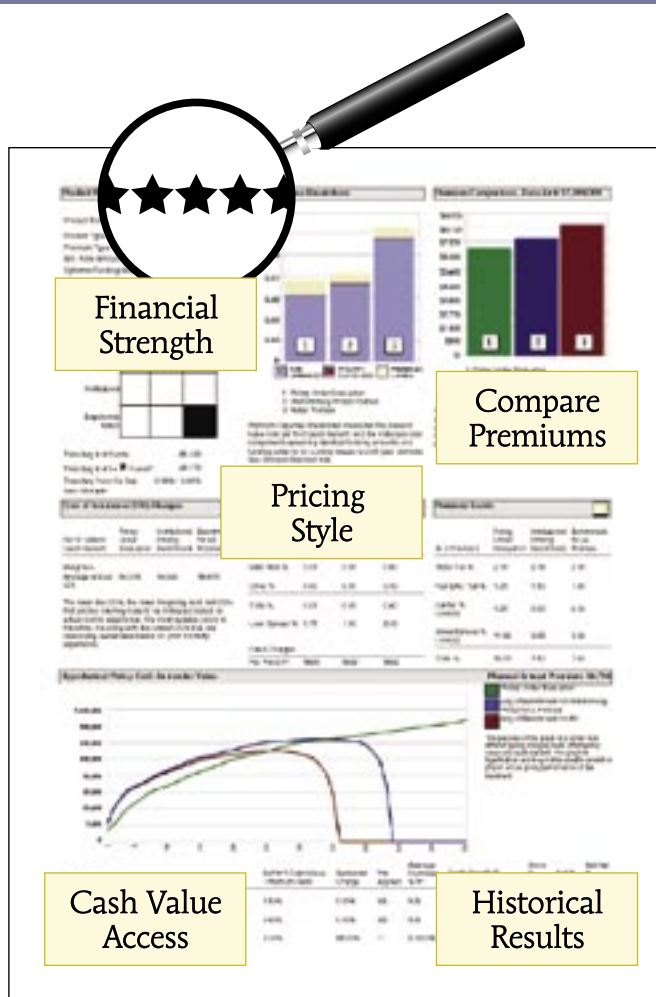
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