

Client:
Matrix Direct

Media:
Newsletter

Objective:
*Stay in touch with
life insurance prospects*

The sales cycle for life insurance can be extensive because many people procrastinate on securing coverage.

Matrix Direct Insurance Services sent this newsletter to stay in touch with prospects throughout the sales cycle. It presents helpful information and reminds prospects of the many benefits of insurance and how easy it is to purchase through Matrix Direct.



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**TRIPLE X UPDATE:
New Regulations Could Mean Price Changes Ahead**

Consumers now benefit from some of the most affordable term insurance premiums seen in the last 10 years. In addition, many insurance companies guarantee these affordable premiums for as long as 30 years. But that might all be changing.

The National Association of Insurance Commissioners (NAIC) recommended in March that states adopt a new regulation-known in the industry as “Triple X” - that may affect how insurance companies price their policies. This regulation would increase the minimum levels of reserves on certain insurance policies.

In most states, insurance companies are required to keep certain minimum amounts of money in “reserve” to be sure there are always funds available to pay insurance claims. This new regulation would raise this reserve requirement, particularly for policies that guarantee an affordable premium for longer terms.

At Matrix Direct, we believe that this new regulation is not likely to affect premiums on policies that offer guaranteed level premiums for terms of 10 years or shorter. But because insurance companies will need to increase financial reserves for longer-term guaranteed policies, it may be more expensive to purchase a term life policy which guarantees affordable premiums for as long as 30 years.

The end result means consumers will need to make some important choices-either pay more for longer-term policies with guaranteed level premiums, or accept a policy that guarantees premiums for only the first five or ten years.

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Clients with existing coverage needn't be concerned, as premiums for policies which already guarantee level premiums will not be affected. But those contemplating new or additional coverage should consider locking in affordable premiums before these regulations take effect.

Of course, some states may not adopt the Triple X regulation at all. Others will have different effective dates.

At Matrix Direct, our team of licensed insurance experts is available to answer your questions about this new regulation and how it may affect any new coverage you plan. For a free, no-obligation consultation, call Matrix Direct at 1-000-000-0000.

**A BETTER WAY TO GET INSURED:
An Interview with Matrix Direct Founder and President Ron Harris**

In 1994, Ron Harris had a new idea...to make life insurance available directly to consumers, right over the phone. And today, Matrix Direct Insurance Services brings affordable term insurance coverage to thousands of customers across the country. In a recent interview, Mr. Harris was asked about his company's philosophy and mission.

Q. Ron, can you tell us why you started Matrix Direct?

A. Well, when I started in this industry, insurance was sold mainly by insurance agents who would often visit you right in your home. But, today the pace of life is faster and people are busier.

Of course at the same time, there are many more choices available to consumers, and that means the process can be more complicated. So, I saw a great need for a company where customers could consult a licensed insurance agent, get the information and quotes they need, and handle the entire process quickly and conveniently right over the phone.

Q. Do most customers find this efficient?

A. I think the hundreds of people who call us and purchase policies every day think it's great. When you call Matrix Direct, you speak to a licensed agent who makes it easy for you to select the right coverage, arranges for the required medical exam, and provides you with the most accurate quotes possible.

What's more, unlike the traditional insurance agent who goes from appointment to appointment, we're available by phone anytime you have a question. Matrix Direct agents are NOT paid a commission and they're specifically instructed not to apply any high-pressure selling techniques.

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Q. Are the quotes as low as those from other, more traditional firms?

A. It depends on how you look at it. You see, a low quote doesn't always mean you'll pay a low premium. Some companies automatically quote their lowest, best-preferred premiums, even though the vast majority of customers will never qualify for those premiums.

We take a different approach. We take the time to find out about a customer's medical history and needs, and then offer the best policy at premiums they're most likely to qualify for. When you look at it that way, I think Matrix Direct offers some of the best values in term coverage today.

Q. But what about the insurance itself? Are the policies you offer by phone of the same quality as that sold by traditional agents?

A. Absolutely. We only offer our customers policies from highly rated companies, like Transamerica, that we've rigorously scrutinized for overall stability, financial strength, and a proven ability to meet policyholder obligations.

Q. How much can a customer save at Matrix Direct?

A. One of the main criteria we use in selecting policies to offer our customers is the carrier's commitment to high-quality, affordably priced coverage for our customers. Ultimately, every application is different, but typical savings are as much as 50 percent or more compared to premiums on comparable policies from other carriers.