LISA | Life Insurance Settlement Association

31ST ANNUAL

LIFE SETTLEMENT CONFERENCE

October 16, 2025
360 Madison Ave, NYC

Breakfast & Attendee Networking

8:45 AM – 9:45 AM EDT

Welcome & Opening Remarks

Neal Jacobs, LISA Chair
Bryan Nicholson, LISA Executive Director

9:45 AM – 10:00 AM EDT

Housekeeping

Cell Phone Policy:

- *Please have cell phones silenced at all times in meeting rooms*

Bathrooms:

- *The bathrooms are located in the first hallway past the registration desk on the right*

General Questions:

- *Please see LISA staff at registration with any questions*

Emergency Information:

- *In the case of an emergency and we need to exit the building – there are two fire exits located in the hallway near the restrooms and adjacent to the freight elevator in the lobby*

Wi-Fi Login Information

Network:

WilmingtonTrust@LISA

Password*:*

LISA2025

Wilmington Trust

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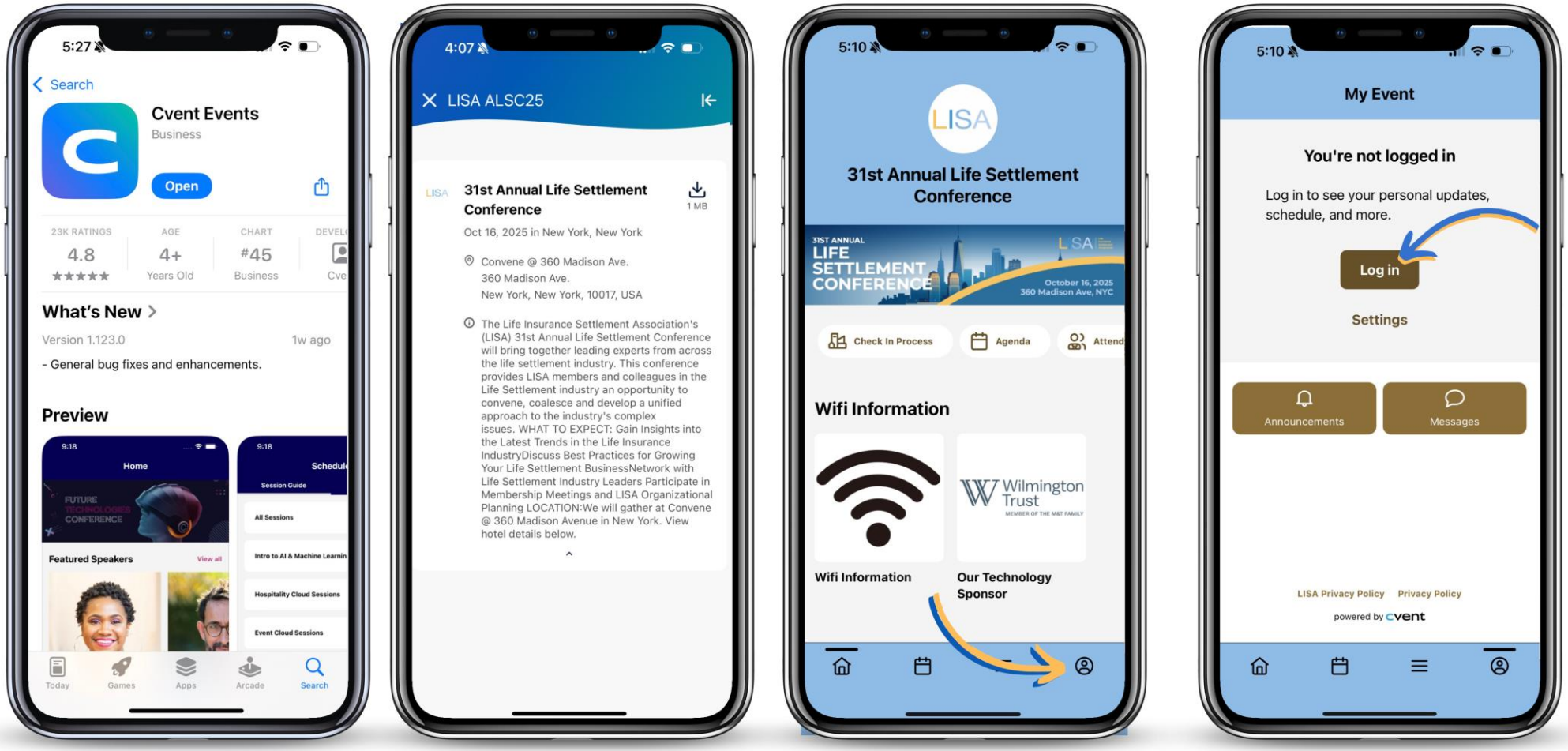
Conference App



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360 Madison Ave, NYC

Cashing Out

2025 Alan H. Buerger Leadership Award

Chris Conway, Principal and Chief Development Officer, ISC Services, Inc.

Chris's readiness to serve, his thoughtful perspective on the future, and, above all, his unwavering integrity makes him the embodiment of this award

Opening Panel Session: Changing Perspectives on the Life Settlement Industry Looking Forward

Lauren Hovey, CLYDE
Sasha Lundquist, CLYDE
Tobi Schneier, InsuranceNewsNet

Rob Haynie, Life Insurance Settlements, Inc.– Moderator

10:00 AM – 11:00 AM EDT

Networking Break

11:00 AM –11:30 AM EDT

Panel Session: Asset Life Settlement Industry Awareness: Perspectives from Market Participants

Taylor Garvey, AIR Asset Management
Clay Gibson, TreyLed Life Settlements
Perry Koons, Maple Life Financial

Steven Shapiro, Life Insurance Settlements, Inc. – Moderator

11:30 AM – 12:30 PM EDT

Networking Lunch

12:30 PM –1:30 PM EDT

Market Overview: Legal Considerations Impacting the Life Settlement Industry

Lee Pepper, ArentFox Schiff
Khai LeQuang, Orrick
J.P. Schnapper-Casteras, Schnapper-Casteras PLLC

Tom Bohac, Troutman Sanders – Moderator

1:30 PM – 2:30 PM EDT

Networking Break

2:30 PM – 3:00 PM EDT

Market Insight: Generate With Confidence - Mitigate Risk in Life Settlement Lead Generation

Robby H. Birnbaum, Lead Generation and Advertising Attorney

3:00 PM – 4:00 PM EDT

LISA Life Insurance Settlement Association

31st Annual Life Settlement Conference
October 16, 2025

Starting The Life Settlement Journey With Trust

Legal Updates for Consumer Lead Generation

Presented by:

Robby H. Birnbaum, Esq.

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Greenspoon Marder LLP

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- This presentation is for educational and informational purposes only.

Robby H. Birnbaum, Esq.

- Attorney and Partner at Greenspoon Marder
- Background- Raised in Wisconsin, Educated in Florida Call Centers!
  - Balance the business needs of Conversion vs. Legal Compliance.
  - Developed Approaches that Meet Both Sales and Legal.
- Focus on Pro-Active Compliance For Insurance Lead Generation
- Lead Generators, Intake Centers- Do you use "prescreen centers?"
- Relationship Building With Regulators- NACCA and My Presence
  - Example: Wisconsin DFI vs. Wisconsin Office of the Insurance Commissioner

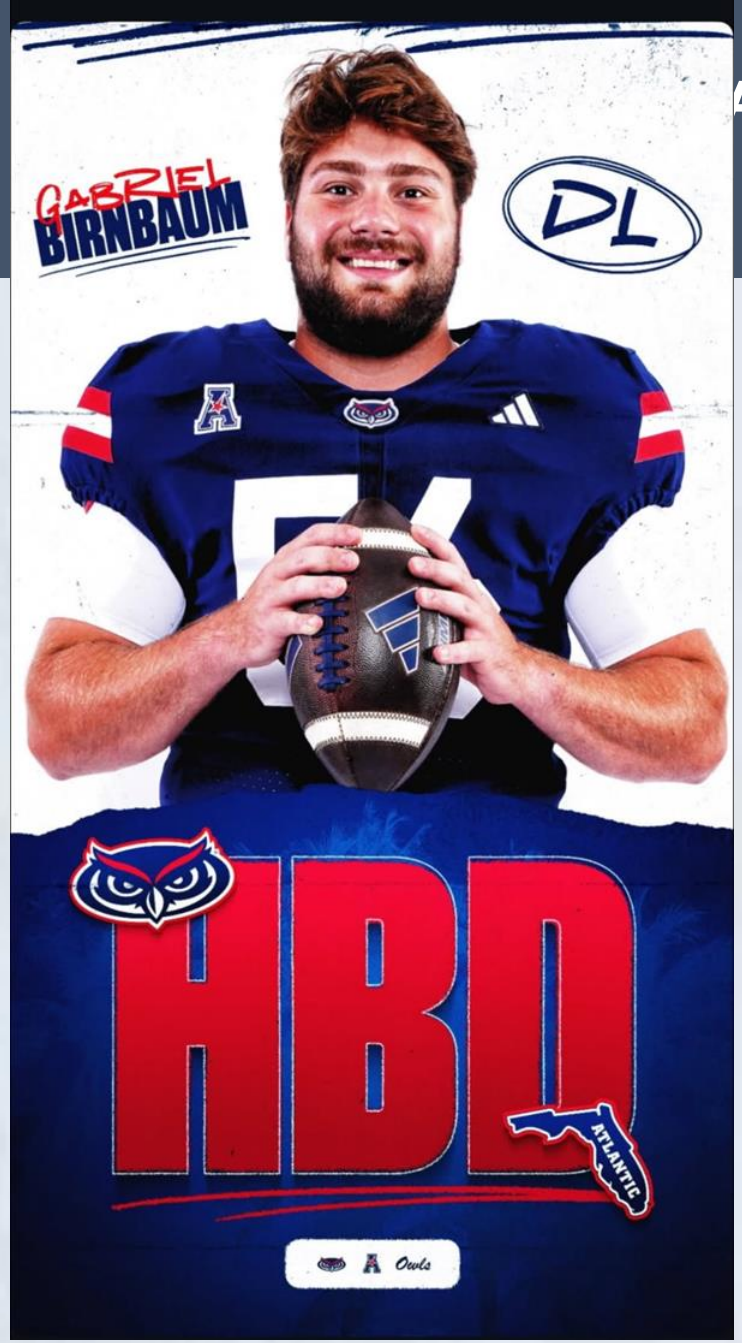
Proactive Compliance Since 1998

- Step-By-Step System Compliance for Lead Generation in the Life Insurance Space
- History of LIS work.
- Compliance reviews of companies, lead generation, telephone calls.
- Insurance Sales Work- HII and related
- State Insurance Regulators- From Florida to California.
- Federal Trade Commission
- Better Business Bureau- Your best friend and resource. (or….)

- Something else developed during my career! → (See next slide)

LISA Life Insurance Settlement Association

Annual Life Settlement Conference
October 16, 2025



GreenspoonMarder LLP

Reactive Services

- Specific for Law Firms:
  - TCPA Complaints- We have options other than paying them out.
  - Consumer complaints- resolving and closing the AG files.
  - State AG, State Insurance Regulators, FTC.
  - Probably handled more state AG, FTC, and CFPB matters than any attorney in the country.
  - Conclusion: **Understanding the regulators, knowing them** and their offices since 1998, helps you stay compliant, proactive and safe. (see next slide →)

- Example of Outreach.
- Know your Regulators!
- Some of you attended this event and more to come!

Today's Topics

- Telephone Consumer Protection Act
- Don't Kill My Conversion!- What is Really Required to Not Get Sued?
- Techniques on screening, monitoring and managing client generation.
- Recap of my meeting with FTC Staff on the LI Brokering Industry (and NACCA)
  - Concerns about Interconnect Carriers in the LI Brokering Industry
  - Concerns about the "Fake" policy brokering.
- Combatting Claims with Clean Business
- Preventing "Baits"

Techniques for Generating Consumer Leads "Prospects"

- Content marketing: Blog posts, videos, and e-books to attract proactive leads. This results in an INBOUND CONTACT from the PROSPECT.
- Paid advertising: Use pay-per-click (PPC) and social media advertising. These channels allow for targeted campaigns to reach a broad audience and drive traffic to landing pages. CLICK TO SITE or INBOUND CONTACT- email, mail, text, form fill.
- Social media engagement: Actively engage with potential leads on social media platforms to build relationships. Targeted ads can also be used to reach specific demographics. DISCLOSING SALES NATURE or acting in a less-disclosed manner through a CHAT relationship.

Generating Leads

- Other forms of marketing.
  - Television educational, radio.
  - Referrals from sources that the prospects trust- i.e., investment advisors, CPA.
- Short Codes
- Email marketing
- Text Message Marketing
- Outbound dialing and SMS Text (will discuss legal vs. restricted).
- Ai interactive.

What is the Telephone Consumer Protection Act?

- The Telephone Consumer Protection Act (TCPA) is a federal law that restricts **telemarketing calls, text messages, and faxes**.
- It was enacted to protect consumers from unwanted or harassing communications from telemarketers and other businesses. Key aspects of the TCPA include:
  - **Restrictions on robocalls** and text messages: The TCPA prohibits making automated calls or sending text messages using an automatic telephone dialing system (ATDS) or a prerecorded or artificial voice to cell phones without prior express written consent.
  - **No-call lists**: The TCPA requires telemarketers to maintain a internal do-not-call list and respect the National Do Not Call Registry.
  - Limitations on **calling hours**: The TCPA prohibits telemarketers from calling residences before 8 a.m. or after 9 p.m., local time.

Telephone Consumer Protection Act

The Telephone Consumer Protection Act (TCPA) regulates:

- Outbound Telephone Calls
- Auto-Dialed Calls
- Pre-Recorded Messages
- Voicemail Drops
- Avatar Calls
- Text/SMS Messages
- Unsolicited Faxes

TCPA Headache!

- **Private right of action:** The TCPA allows individuals to file lawsuits against companies for violations, which has led to increased litigation.
- **Penalties for violations:** Violations of the TCPA can result in significant financial penalties, including statutory damages of up to $500 per violation for knowing or willful violations and treble damages for violations involving cell phones.

- **Don't be a target and be forced to "settle a case" and pay out money! (Explain "Doc Compton" and private Facebook Message Group.)**
- **But you STILL NEED LEADS and new customers!** DO THIS WITHOUT RISK!

Website Landers and Lead Forms

- [open check box] *I consent to receive phone calls and text messages from [Name of Agency] and our Marketing Partners for help with my insurance policy on the number I provided above even if I am on a do not call registry.*

- *I understand these marketing calls may be generated using a prerecorded message or dialer system and that my consent is not a required condition of purchase.*

This is a disclosure that turns off response. Consumers don't want to "check the box" or read it. Response drops 20-40%.

Opt-Ins

- Discuss the "Marketing Partner List".
- One-To-One Rule that is deferred.
- Courts conclude MPL is not usable and doesn't provide adequate consent.
- The name of your Agency must appear on the consent form.

- **[open check box] I consent to receive phone calls and text messages from [Name of Lead Gen, Name of Ins. Firm] and our Marketing Partners for help at the number I provided above even if I am on a do not call registry. I understand these marketing calls may be generated using a prerecorded message or dialer system and and that my consent is not a required condition of purchase.**

Opt-Ins, Cont.

- Do Not Call Issues:
  - What marketing company or law firm is Receiving the Lead? By What Name?
    - FTC v. Westgate: The name of the Company or Firm that plans to call the consumer must be in the solicitation or weblink. (year 1999).
      - For generic leads (if permitted): Per FTC must State the type of call and the number of specific companies from single industry that will call back. i.e. "Up to Five Banks will Call You Back."
    - FTC v. Onpoint; Fluent- "Consent Farms" are prohibited. (year 2022-2024).
      - What happened to the FCC Appointee who PUSHED THIS?

Website Landers and Lead Forms, Cont.

Try something more consumer friendly, quicker, go for less friction!

- ***SLIDER BARS-*** As the consumer (1) clicks and holds to SLIDE the bar, (2) the color changes. The bar may state on it: "Call me now!"
  - ***The action of clicking and sliding, coupled with a disclosure next to the bar***.
  - EXAMPLE:
    - *YES! I want to learn how much my policy is worth! SEND ME INFO! [Company Name] send me automated marketing calls and text messages. I understand consent is not a condition of purchase. Message and data rates may apply. I may opt out at any time.*
    - [Submit Button] OR SLIDE-→ (no checkbox approach)

Website Landers and Lead Forms, Cont.

- **Using Brokers- Dynamic Population -** complaints of the FTC.
- For websites that rely on **real-time lead bidding**, the list of companies may be populated dynamically. The user must still be presented with a clear list of who will contact them before they give consent.
- **"Spinning" and Rotating Ads Social Media**

  On the FTC Target List

Short Codes for LIS Lead Gen!- Life Insurance Specific

- **Short Codes:**
  - What are these? EACH is for an industry.
  - How is consent generated? Via Social Media through thousands of downline "brokers of consent."
    - Consumers who are engaging in Social Media chat or other interactions, and at some point, consent to receive.
      - Click a box and take a test for a gift.
      - Co Reg Lead Path
      - Why are Short Codes Valuable? (next slide).

Short Code Consents

- Consent, Quick, Validation, Interaction, Conversion
  - These consumers LIKE THIS. Unlike you, they don't complaint about heavy text loads.
  - Sometimes these are political in nature. Heavy engagement. (political season is LEAD GEN season.)
  - The more political tension in the US, the more leads are brokering.
    - The lead money behind the Repub. Vs. Democrat tension.
      - It spins off Billions in $ Lead Flows.

Short Code Consents, Cont.

- Be Mindful:
  - The Terminating Carriers Control these- few small number of control persons.
    - Easy come, easy go away.
  - Must couple with Ai to monitor the downlines. Otherwise, you get polluted leads.
- **Compliance Monitoring of Short Code Consent and Use.**
- The platform not only executes campaigns but also monitors the functionality of downstream vendors, analyzes consumer behavior patterns, and integrates multiple compliance modules.
- Ai to Confirm Consumer Permissions, likelihood of fake

The FTC and Social Media Lead Generation

- Two Areas of Concern for the Policy Brokering industry.
- Rotating Ads (Spinning Ads)
- $$, Influencers, and Bias from the Commissions
  - Sidenote: State AG offices view the LI Brokering similar to Structured Settlement Deals- discuss the "gifts" from the **MD** AG investigation.
    - *Concerns about the Fluorescentt Super Cars and the Biceps!- and Boca- and cash handouts to clients.*
- State Concerns: DNC (i.e. Indiana, Kansas, New York), and Dialer Systems
- **Maryland** AG and LIS industry! Present investigation and the medical records.

Social Media and Chat Bots

- Electronic interactions with consumers that seem like real people.
  - Chatting back and forth. All Hours and Nights.
- The elderly, lonely consumer's "new best friend."
  - Well, guess, what - that's your market.
  - Legal Use - What is required?
    - **Disclosure:** "Virtual Agent"
    - **Privacy law** notice/ somewhere? - Info Sharing- Who Receives?
    - **Monitoring** – life safety issues (what is the response if they indicate harm)? Add More AI- the Whole file can be pulled and worked up!

Email- Prospects and Third-Party Senders

- **Rules on Email Sending for Marketing**
  - Accurate Subject Line
  - Link to Unsubscribe
  - Name, Address
  - Industry Specific- License Numbers, disclosures
  - Optional: Privacy Link, Website Line
    - Standardize your Messages and SAVE all that go out for review.
  - Additional Email Requirements: **California and Washington State**.
    - Behind the FROM line. The Codes**. "Dan The Spam Man"**

Recording of Activity, Consumer Data and Opt-Outs

- California- CCPA
  - Recording of Calls
  - Cookies, Meta Data, Google and FaceBook Analytics
  - California Invasion of Privacy Act

  - What to do:
    - 1. Cookies / data Popup
    - 2. All forms and website must accept "Do Not Track Requests"
    - 3. Privacy notices / Data collection (via link) at all consumer interaction points.

Third Party Lead Generation

- Third party compliance declaration
- DNC and Master List uploads– North Dakota, New York & Florida Insurance Commissioners and CALLER ID LOCAL NUMBER DISPLAY ISSUES (Maria Vullo, FYI on this).

- Referrals- Can you CALL THEM? Text them? Email, direct mail, etc.
  - DNC, joint intro emails, or what do you risk?

Contracts and Policies

- TCPA and Compliance on Lead Generation
- Do Not Market/Do Not Call
- Do's and Don't Phrases- create the Terms Sheet and Mandate it!
- Call Monitoring and Secret Shopping
- Email and Messaging Policy
- CAN SPAM and CA Email Laws
  - Discuss Dan Balsam and CA email "FROM Lines" (including in the lead gen agreements)
- Should you do an ad review?
- Lead Gen Insurance vs. Agency Insurance

The FTC Knows About the "Money on the Street"

- Forward Flow Dollars
- Advances to Lead Gen Brokers who upstream the prospective clients to the intake companies and the Broker Agencies.
  - While there is noted fraud from the consumers, there is also fraud with the money.
- The Civil Branch of DOJ/FTC looking to make some examples.
- **Ai in Marketing -** Code for "Robocalls", press 1's and Avatar.
  - Use some Ai at the beginning to prevent the 'fake medical records issue.'

Explain a TCPA Serial Plaintiff!? Challenge Occurs- How do you defend yourself?

- Recording of Website Activity
- Better approach: Hit the plaintiff hard and quick when the claim comes in.
  - Software that records the movements of the visitor to the website.
  - "Trusted Form" "Journaya" etc. (*Remember: Wiretapping Laws)
  - Does it even matter?
  - Think through the litigation process.
  - Most typical claimant response: "It wasn't me- prove it in court".
  - And now you are stuck in expensive litigation.

Note on Recording of Website Activity

- California Consumer Protection and Wiretapping Laws (similar in other states)
- Cookies and Data Collection
  - Your website, the lead gens, and the FB/Meta sites.
  - Use the Cookies Pop-up

  - **Print on Websites**:
  - *This website uses "cookies" to enhance your browsing experience and for marketing and tracking purposes. By continuing to browse our site you are consenting to their use. For more information see our Terms and Privacy Policy.*

Go On the Offensive

- Retention Letter to Claimant
- If Serial TCPA, Retention Letter to Opposing Counsel
- Statutory Insurance Demand
- Demand to Inspect Cellular and Electronic Devices
- Most Courts impose mediation requirements at beginning of cases. "File motion" seeking it, along with independent discovery on cell phone. (Federal Court Judges will appreciate this technique).
  - ➢ Proactively address how privacy and data security will be handled.

Go On the Offensive, Cont.

- In Discovery: Demand copies the Claimant's and The Plaintiff's Counsel's Social Media Posts relevant to the claim. (Not the P but requested broader - the substance of the claim.
  - ➢ You will likely discovery encouragement from the P law firm, or the P discussing the claim with others.
- Civil RICO claim (for-profit, ongoing fraudulent activity- racketeering)
- Notice the Opposing Counsel that YOU MEAN BUSINESS!
  - Demand the P Lawyer's insurance policy and notify them of a "concern." (and the P policy).
  - Demand the P Lawyer's Engagement Letter (challenge them on privilege! How?)
  - Involve the State Bar- P Lawyer DD before claim, and NO FAKE NAMES!
- Copyright and Tax Demands - the P is publishing your Brand Name for Profit

Cutting Edge Consumer Screening

- Avatar and Voicemail Drops- EXPLAIN what each is.

- Follow the US Supreme Court Case: *No Random or Sequential Calls Using Dialers*
- When you receive the lead, send a single administrative text message
  - No enrollment or "salesy" information – 1 time only.
  - "This is the [name of Insurance Agency]. We received your inquiry requesting a message from us. Please confirm that you want us to call/text you by replying "yes" to this text. Std. Rates Apply. Press Stop to Opt Out." (keep track of these)."

Artificial Intelligence

- Discuss options
- Tonality and Legality EMPATHY
- State licensing
- Consumer consent
- It's a robocall for outbound, but safe with consent
- It's a highly effective tool for inbound
- Primary Use is screening the inbounds
- Secondary Use: Fraud prevention

Artificial Intelligence - Reminder for Legal Compliance

- When the insurance broker or lead company shares info or interacts with an Ai System- data is shared.
- Sharing of data and consumer information also occurs when a consumer interacts.
- Ai - to internet
- Ai - detected and learned from other Ai
- Client info transferred from a company (JetBlue example) to the Ai company for data analysis and use.
- All of this is “recording” “monitoring” sharing.
- CA and similar Wire Tapping Laws suggest that consumer must consent to this sharing.

Artificial Intelligence and aspen/ai

- Perk: The TCPA Plaintiffs hate it because it screens against their "baits".
  - What is a "bait"? Example: "Call me back later…."
  - Ai detects a non-responsive professional plaintiff who is baiting the system seeking unproductive callbacks and focuses on productive prospectives.
- While the regulators will not officially endorse, I tested it with staff and their faces told the story. ("Get rid of "avatar" and use this.")

Your Own Insurance

- D&O
- E&O
- Tech, Media Liability

PROTECTING YOU.
Please stay in touch.

Robby H. Birnbaum, Esq.

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Direct: (954) 343 6959
Robby.Birnbaum@gmlaw.com

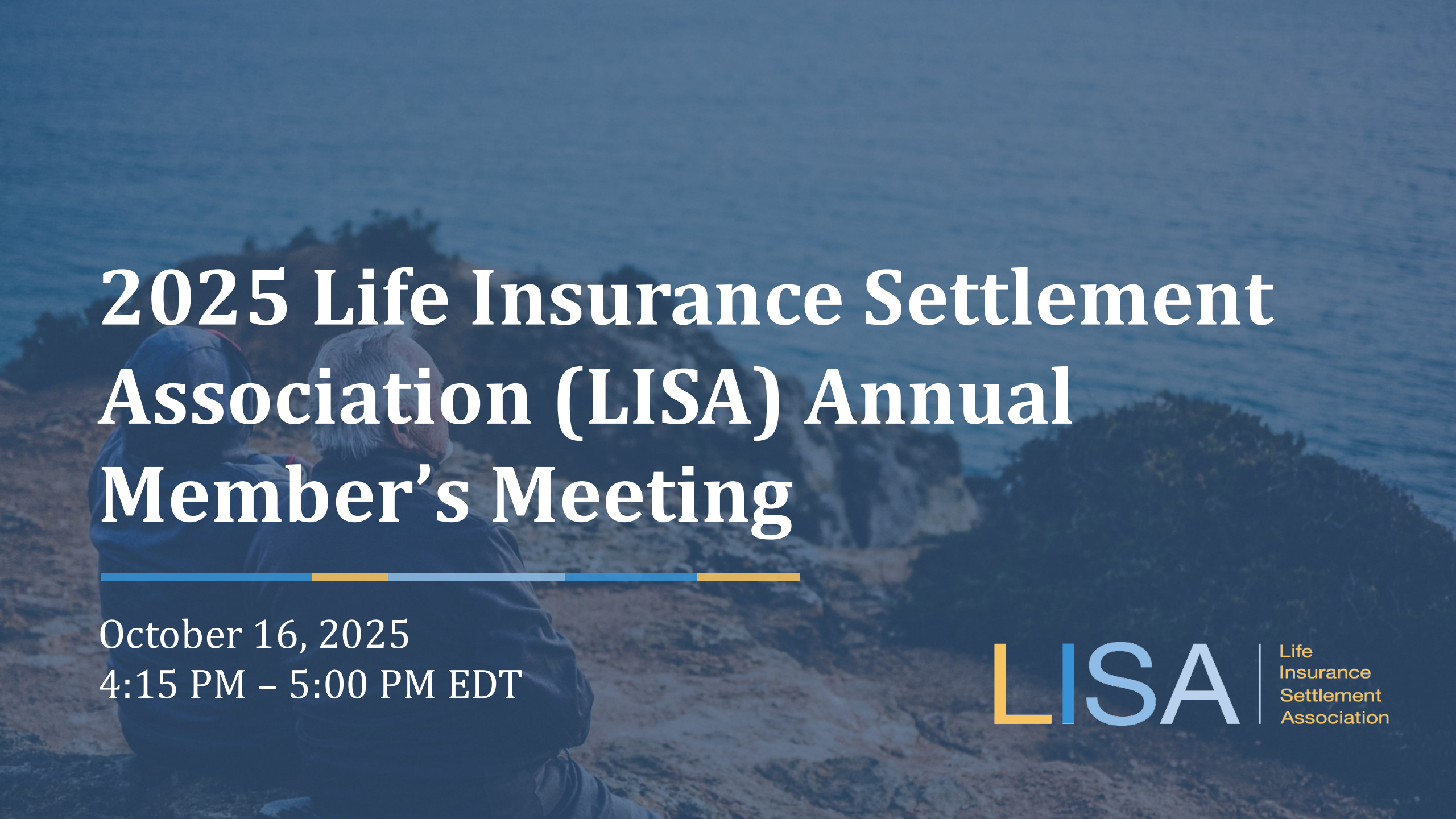
Networking Break

4:00 PM – 4:15 PM EDT

Closing Session: LISA Member's Meeting

Neal Jacobs, Coventry, Chair, LISA Board of Directors
Rob Haynie, Life Insurance Settlements, Inc., Vice-Chair, LISA Board of Directors
Bryan Nicholson, LISA Executive Director
Stan Barrett, LISA Operations Director

4:15 PM – 5:00 PM EDT



2025 Life Insurance Settlement Association (LISA) Annual Member's Meeting

October 16, 2025
4:15 PM – 5:00 PM EDT

LISA Life Insurance Settlement Association

At all LISA meetings and events, including LISA-sponsored informal gatherings before, during and following such meetings and events, all LISA members, their representatives and guests should avoid discussion of the following competitively sensitive subjects:

- Current or future prices, price levels, costs or profit margins.
- What is a fair or rational profit level.
- Actions which could lead to standardizing or stabilizing prices.
- Pricing or bidding methodologies or procedures, including the timing of implementation of price changes and whether or how prices are advertised.
- Price discounts, rebates, service charges or other terms and conditions of sale.
- Credit terms.
- Product warranty terms.
- Actual, planned or projected production, production capacity, capacity utilization or demand, including confidential company plans for new products.
- Projected demand.
- Allocating geographic or product markets or customers.
- Company market share information.
- Whether or on what terms to do business with a supplier, competitor or customer.
- Whether or on what terms to solicit other companies' employees for employment.
- Complaints regarding the business practices of individual firms.
- The validity of any patent or the terms of any patent license.
- Ongoing litigation, unless being reported upon by the LISA's legal counsel.

Antitrust Policy Guidelines

LISA | Life Insurance Settlement Association

Meeting Agenda

4:15PM – 4:20PM	**Welcome, Introductions & Announcements** Bryan Nicholson, LISA Executive Director
4:20PM – 4:30PM	**LISA Activities in 2025** Bryan Nicholson, LISA Executive Director
4:30PM – 4:35PM	**Board Election Results & Announcements** Bryan Nicholson, LISA Executive Director
4:35PM – 4:45PM	**Outlook 2026** Bryan Nicholson, LISA Executive Director
4:45PM – 5:00PM	**Member Q&A** Neal Jacobs, Chair, LISA Chair Rob Haynie, LISA Vice-Chair Bryan Nicholson, LISA Executive Director Stan Barrett, LISA Operations Director

LISA | Life Insurance Settlement Association

LISA'S ROLE

- Advocate for and Advance the Life Settlement Marketplace
- Substantially Engage Members and Industry Stakeholders in Core Strategic Activities
- Speak as the Voice of the Life Settlement Industry

LISA Life Insurance Settlement Association

STRATEGIC PLANNING

LISA Life Insurance Settlement Association

PROCESS:

- ❑ Through 2024, LISA's Board of Directors initiated and engaged in a facilitated strategic planning process.

- ❑ Research
  - Online Member Surveys
  - One-on-one Interviews
  - Planning Sessions
  - In-person Meetings with Directors and staff

STRATEGIC PLANNING

LISA Life Insurance Settlement Association

RESULTS:

- Identification of **five priority stakeholder groups** to target with the intention to grow awareness:
  - Institutional Investors
  - Consumer Advocate Groups
  - Legislators and Regulators
  - Financial Advisors
  - Individual Policy Holders

2025 Activities

At last year's Annual Conference in Miami, we reported to the membership that we intended to:

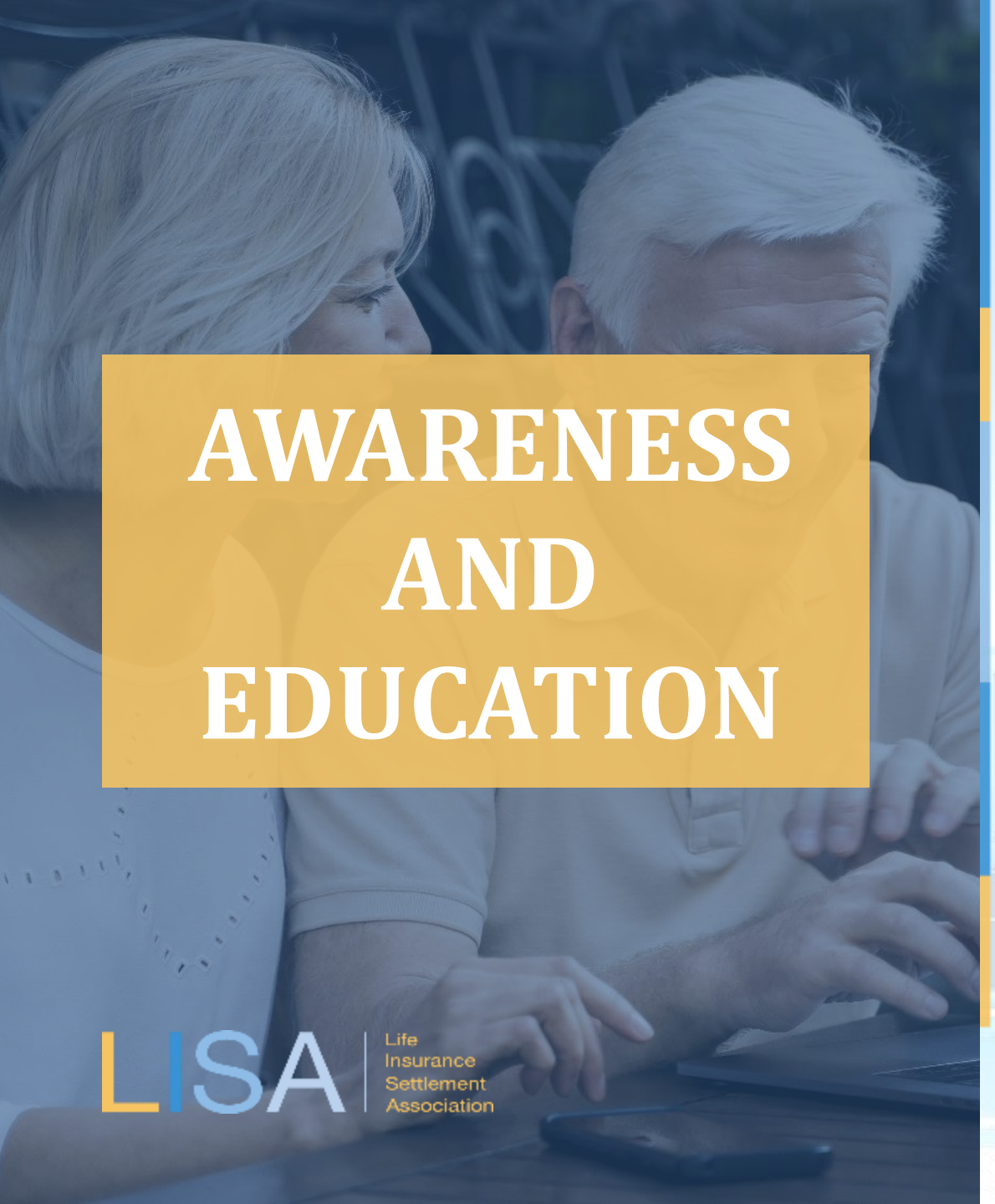
- ❑ Position LISA as a Resource to Build Awareness with Key Stakeholders Constituencies
- ❑ Deliver Incremental Value for LISA Members

LISA | Life Insurance Settlement Association

STRATEGIC ACTIVITIES

LISA Life Insurance Settlement Association

- ❑ Raise Awareness Around the Life Settlement Market
- ❑ Educate Key Stakeholders
- ❑ Deliver Enhanced Communications and Collateral Across Platforms
- ❑ Engage Industry Participants at Events
- ❑ Policy Advocacy on Behalf of the Industry



AWARENESS AND EDUCATION

LISA Life Insurance Settlement Association

- ❑ Annual Collection of Market Data from LISA's Provider Members
- ❑ *Cashing Out* Documentary
- ❑ InsuranceNewsNet (INN) Partnership
- ❑ Media Coverage
- ❑ Social Media Presence

AWARENESS AND EDUCATION

LISA Life Insurance Settlement Association

LISA 2024 ANNUAL MARKET DATA SURVEY

2024 LISA ANNUAL MARKET DATA COLLECTION REPORT

For the fourth consecutive year, the Life Insurance Settlement Association (LISA) licensed life settlement provider members submitted data of their completed life settlement transactions during the previous calendar year.

Once again, the data shows the extent to which policy sellers benefit from completing a life settlement, receiving more than six times the average cash surrender value, which means an additional half a billion dollars made its way, in aggregate, to American Seniors in 2024.

LISA is committed to promoting the utmost standards of practice and fostering professional growth within the life settlement industry. Additionally, the organization educates consumers and advisors on the life settlements as a viable alternative to policy lapse or surrender.

LISA Life Insurance Settlement Association

$601M

paid to consumers from LISA Members for the sale of their unwanted life insuarnce policies.

$222,807

more in American's pockets, on the average for completion of their life settlement in 2024

6x

higher than the cash surrender values offered by the life insuarnce carrier.

$510M

greater than the amount consumers would have recieved if their life insurance policies had lapsed or been surrendered.

2699

life settlement transactions completed by LISA Members.

$3.4B

in total face value purchased by LISA Members.

www.lisa.org

#lifesettlements

AWARENESS AND EDUCATION

LISA Life Insurance Settlement Association

CASHING OUT DOCUMENTARY

- ***Cashing Out*** is a new documentary that explores the emergence of viatical settlements in the 1980s as a vehicle to provide relief to financially strained AIDS patients, ultimately paving the way for today's safe and well-regulated life settlement marketplace.

- The film is available on the *New Yorker* website and can be accessed here.

ENHANCED COMMUNICATIONS AND COLLATERAL

LISA Life Insurance Settlement Association

INN COLLABORATION

Every Advisor Should be Offering Life Settlements

Life settlements create opportunity, mitigate risk, and deliver value for you and your aging clients.

Every year, seniors voluntarily lapse or surrender more than $100 billion in life insurance coverage often for pennies on the dollar. Why? Because their advisors never told them there was another option: a life settlement.

For too long, life settlements have been overlooked by the financial planning community. But that's changing. Regulations have tightened, awareness is growing, and fiduciary expectations are higher than ever. Simply put: If you're not offering life settlements, you may be letting your clients down and missing out on one of the most powerful, win-win planning opportunities available today.

A Fiduciary Responsibility You Can't Ignore

Whether you're an RIA, broker-dealer, insurance agent, or estate planner, you have a responsibility to act in your client's best interests. Ignoring life settlements, or failing to even bring them up, may conflict with that duty.

According to the SEC's Fiduciary Interpretation, "An investment adviser must, at all times, serve the best interest of its client and not subordinate its client's interest to its own." In states where insurers are required to inform clients about life settlements, failure to mention this option could become a liability. It's no longer just a planning opportunity; it's a compliance consideration.

As Brian Casey, partner at Troutman Pepper and a leading expert in insurance law, puts it: "Advisors who partner with licensed life settlement brokers can bring that level of fiduciary protection to their clients. There's no excuse not to explore it."

Real People. Real Impact.

Think life settlements are rare? Think again. LISA's "Faces of Life Settlements" campaign is filled with stories of real people who transformed their financial lives with one smart move.

- **David, 88**, was paying $75,000 annually for a $2 million policy he no longer needed. He sold it for **$792,000**—instead of settling for a mere $42,000 surrender value.
- **Janice, 78**, needed long-term care support. Her $750,000 policy had only an $11,000 surrender value—but she received **$90,000** in a life settlement.
- **John and Mary, both in their 70s**, were about to surrender their $500,000 survivorship policy. A quick evaluation revealed it could be sold for **$85,000**—money they never expected to see.

"We don't say every policy should be sold. But every policy should be evaluated. The risk is not in offering life settlements. It's in ignoring them."
— Bryan Nicholson, Executive Director

These aren't outliers. These are your clients. Or at least, they could be.

Why Advisors Miss the Opportunity

Despite the benefits, many advisors still avoid discussing life settlements. Some remember the vertical settlements of the 1990s and fear reputational risk. Others worry about compliance or don't understand the process.

But here's the truth:

- **Life settlements are regulated in 45 states**, with strict requirements for licensing, disclosures, and escrow protection.
- **Licensed life settlement brokers are fiduciaries by statute**, legally obligated to act in the best interest of the policyholder.
- **Licensed life settlement providers evaluate submissions**, at no cost and utilize state approved consumer-oriented agreements to purchase policies.
- **Advisors may earn commissions or referral fees**—and often find new planning opportunities from reinvested proceeds.

As LISA's Executive Director Bryan Nicholson notes, "We don't say every policy should be sold. But every policy should be evaluated. The risk is not in offering life settlements. It's in ignoring them."

When to Consider a Life Settlement

Life insurance is an asset, just like real estate or a stock portfolio. And like any asset, it should be reviewed regularly, especially when circumstances change. Your client may be a candidate for a life settlement if:

- Their **premium costs are rising** and becoming unaffordable.
- Their **needs have changed** (e.g., death of a spouse, business sold, no more dependents).
- They're considering **lapsing or surrendering** a policy.
- They simply no longer need the coverage.

In other words, life settlements are a strategic exit for policies that have outlived their original purpose and a smart way to unlock hidden value.

Advisors Win, Too

Life settlements don't just benefit your clients. They benefit you, too:

- **Client loyalty** increases when you uncover unexpected value.
- **Revenue potential** grows from new business, commissions, referrals, and follow-up planning.

Life settlements are a strategic exit for policies that have outlived their original purpose and a smart way to unlock hidden value.

- **Reputation** strengthens when you're seen as a knowledgeable, trusted advisor.

In many cases, clients use settlement proceeds to fund new life insurance, annuities, or investment products putting money back in motion, and back under your guidance.

It's Not a Gimmick—It's a Legitimate Financial Tool

As LISA emphasizes, life settlements are not a one-size-fits-all solution. But they are a vital option that every advisor should understand and offer when appropriate.

"There are 38 million life insurance policies owned by Americans over 65, with over $5 trillion in face value," said Nicholson. "Even if a small fraction of those are eligible for a life settlement, the impact is enormous."

Too many clients lapse policies simply because they don't know better. As their advisor, you can change that.

Get the Tools and Support You Need

If you're not sure where to begin, you're not alone. That's why LISA exists. We're the oldest and largest association in the industry, advocating for policyholders and educating financial professionals like you. The process is simple:

1. Identify policies that may no longer be needed or wanted.
2. Request a **free, no-obligation policy appraisal** from a licensed broker or provider at **www.lisamembers.org**.
3. Help your client evaluate their options and decide what's best.

That's it. No strings attached. Just an informed decision and the potential for real impact. Learn more about the Life Settlement process on page 10.

Your Clients Deserve Better. So Do You.

You wouldn't ignore an underperforming stock or a vacant property. Don't ignore a life insurance policy that no longer fits your client's needs.

Life settlements are not just about unlocking money. They're about doing what's right. They represent a modern standard of care for modern financial professionals.

It's time to rethink what you're offering your clients. It's time to include life settlements in the conversation. •

ENHANCED COMMUNICATIONS AND COLLATERAL

LISA Life Insurance Settlement Association

INN COLLABORATION

Having the Life Settlement Conversation

LISA Board Members on How Advisors Can Unlock Hidden Value for Clients

Most financial professionals pride themselves on knowing the full scope of what's available to their clients. But for too many, life settlements remain a blind spot, misunderstood, mischaracterized, or simply missing from the planning conversation. The Life Insurance Settlement Association (LISA) is on a mission to change that.

Comprised of leaders from across the life settlement industry, LISA's Board of Directors represents decades of experience in helping consumers unlock hidden value in life insurance policies they no longer want, need, or can afford. Their message to advisors is direct.

Advisors and financial professionals are not having this conversation with their clients for many reasons. The disconnect between consumers and their trusted advisors needs to change."

The Role of LISA: Championing Education, Advocacy, and Trust

To these leaders, LISA is more than a trade association. It's a force for transparency and consumer protection.

"LISA is the voice of this industry," says **Sherry Duarte**, Senior Managing Director at Fifth Season Investments. "It protects consumers, supports policyholders, and brings legitimacy to the market."

Chris Conway, Chief Development Officer at ISC Services and LISA's Secretary/Treasurer, calls LISA "the mechanism that makes the marketplace real. It's David versus Goliath, but now David has a voice."

Samantha Butcher, President, Portfolio Operations at Abacus Life, highlights the human element: "These aren't easy conversations — death, illness, finances. But we handle them with care and empathy."

Life settlements are real, regulated, and ready. If you're not offering them to your clients, someone else will.

Why Life Settlements Matter

"It's not your fault if you don't know about life settlements," says **Steven Shapiro**, President and CEO of Q Capital Strategies. "Most advisors don't and that's a problem for consumers."

Neal Jacobs, Senior Managing Director, Capital Markets at Coventry and LISA's Chair, adds: "Life settlements offer a way for policyowners to be educated about their policy, understand its value and their options regarding their policy and make an informed decision about this asset just like they would with other assets they own."

John Welcom, Founder and CEO of Welcome Funds, puts it bluntly: "You wouldn't hand your house keys to the bank and walk away after years of mortgage payments. But that's exactly what people do with their life insurance when they lapse it. It's illogical."

Courtney Wassef, VP of Compliance and Assistant General Counsel at Preston Capital, agrees: "Consumers are often unaware that their life insurance policy is an asset.

If you're not talking about life settlements, someone else will, and they might take your client with them.

— Nate McCormick, Executive VP of Origination, Kosmos Management, LLC

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And for **Rob Haynie**, Managing Director of Life Insurance Settlements, Inc. and LISA's Vice-Chair.

LISA's leadership is vital. "When needed, we speak as one. That kind of unity is what drives industry growth."

Overcoming Barriers to Awareness

Despite its promise, the life settlement space remains misunderstood. "There are hundreds of millions of dollars squandered every year," says Conway, "and the only reason is lack of knowledge."

Haynie is blunt: "We're still battling decades of misinformation. Most people still have no idea this option exists. If insurers told policyholders up front, advisors would re-engage and retain more clients. Because life insurance is priced on clients lapsing, there is zero incentive for carriers to offer it to clients or to want their advisors to know."

Jacobs adds: "The best-case scenario is that people have vaguely heard you might be able to sell a policy. That's miles away from knowing what a life settlement is, getting an annual valuation, and acting on it. Education closes that gap."

"We put life back into life insurance."

— Rob Haynie, Managing Director and Vice-Chair, LISA

A Smarter, More Accessible Future

Technology, regulation, and consumer interest are all moving in the right direction, say the board members.

"The process is faster and more efficient than ever," says Butcher. "It's easier, faster, and more consumer-friendly than it's ever been."

"We've (the industry) expanded (in terms of life expectancy) who we can help," adds Haynie. "People are living longer. These policies are becoming critical to fund retirement."

Jacobs believes better technology will help drive increased adoption: "Consumers expect a streamlined process that is quick and easy and as our industry continues to invest in technology and move in that direction, more consumers will participate in the market."

The Advisor Opportunity

According to the board, life settlements represent not just a consumer win but a business growth engine. "Advisors have a fiduciary duty to present all the options," says **Nate McCormick**, Executive Vice President of Origination, Kosmos Management, LLC. "If you're not talking about life settlements, someone else will, and they might take your client with them."

John Dallas, President of Berkshire Settlements and LISA's Immediate Past Chair, compares it to a familiar scene:

"It's like an episode of Antiques Roadshow. Someone shows up with a dusty old policy and finds out it's worth much more than they thought. That only happens if we keep educating and collaborating."

"This gives advisors a reason to re-engage with clients," Dallas adds. "Advisors are always looking for new ways to re-engage with existing clients. Life settlements bring clients back into the conversation."

Butcher offers a challenge: "Why aren't you at least trying? You don't know the value of a policy until you engage. There's no obligation but clients deserve the option."

Still, awareness is the final frontier.

"We have to keep pushing," says Welcom. "LISA is producing content, building tools, and helping members get the word out. It's expensive but it's essential."

Final Thoughts: A Wake-Up Call for the Industry

"Life settlements unlock hidden value," says Shapiro. "They're consumer-friendly, and they belong in every advisor's toolkit."

"Would you let your own policy lapse?" challenges Welcom. "It just doesn't make sense to not explore the possibilities."

Duarte concludes: "Life settlements aren't just another transaction. They're a tool to help clients achieve dignity, flexibility, and peace of mind."

Haynie reinforces the call to action: "If insurers educated policyholders about this option upfront, advisors would reengage, grow their practices, and retain more clients. LISA is here to preach that message and make sure no one lets a policy lapse without knowing what it's worth. We put life back into life insurance." *

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LISA Life Insurance Settlement Association

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Life Settlements By the Numbers

Over the past four years (2021–2024), life settlements have delivered **hundreds of millions of dollars in value** to policyowners, often **6x more than the cash surrender value (CSV)**. The data tells a clear story: when policyowners are informed, they choose better outcomes.

BIG PICTURE
The Power of Settlements

- **$2.5+ billion** more to consumers vs. surrender value
- **$16.5 billion** in total net death benefits
- That's **6.48x** more than surrendering

MARKET IMPACT

Net Amount Paid to Consumers	Annual Completed Settlements
• **Total:** $2.99 billion	• **Total:** 11,989 settlements
• **4-Year Average:** $748 million per year	• **4-Year Avg:** 2,997 settlements

CONSUMER IMPACT
The Difference in Real Dollars

- Avg CSV: $39,250
- Avg Settlement: $248,550
- **Avg Gain Per Policy: +$209,300**

REGULATION COVERAGE
State-by-State Regulation

Consumers and advisors can be confident in the process and protections. Life settlements are **regulated in 45 states** and could potentially cover **90% of the U.S. population**.

THE TAKEAWAY

Life settlements aren't rare. They're **real, regulated**, and **ready** to help clients turn an underutilized asset into meaningful retirement income. If you're not helping your clients explore life settlements, someone else will.

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ENHANCED COMMUNICATIONS AND COLLATERAL

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Thinking About a Life Settlement? Get Started!

Turn Unused Life Insurance Into Real Value for Your Clients

Many seniors hold life insurance policies they no longer need, want, or can afford. Stop letting those policies lapse or be surrendered for minimal value.

Is a Life Settlement the Right Fit?

Age: 65+ (younger individuals may qualify with significant health impairments)

Policy Types: All types considered—**Term, Universal Life, Whole Life,** etc. *Convertible term policies are especially valuable.*

Policy Size: Minimum **face value of $100,000** (larger policies may attract stronger offers)

Common reasons for selling a policy:

- Premiums are becoming unaffordable
- Estate plans have changed
- Coverage is no longer needed or wanted (e.g., spouse died, mortgage paid off)
- Client needs liquidity for retirement, health care, or other expenses

The Life Settlement Process: What to Expect

While each case is unique, the process generally follows this clear structure.

1 Application & Initial Review
The policy owner and insured sign forms giving permission to broker or provider to gather information. Disclosures are provided upfront to ensure full transparency and regulatory compliance.

2 Information Gathering
No medical exam is required — but underwriting specialists will review:
- Policy details (type, premiums, benefits, etc.)
- Medical records (life expectancy analysis)

3 Appraisal & Market Valuation
It's important to keep in mind during valuation:
- Underwriters evaluate all data to determine the policy's fair market value
- Each case is unique — health, age, and policy terms all factor into the offer

4 Offers & Review
Offers include a **purchase price** and **transaction terms** (timing, required documentation, conditions, etc.).
You and your client can evaluate multiple offers and select the most favorable one.

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Finalizing the Transaction

Once an offer is accepted:
- Legal documents and disclosures are sent for review and signatures
- The buyer performs due diligence
- The life insurance company updates ownership and beneficiary designations

IMPORTANT: *Most states have a mandatory* ***15-day rescission period*** *after the sale is finalized, giving clients peace of mind and the ability to cancel if desired.*

Typical Timeline: 60–120 Days

The timeline depends largely on how quickly third parties respond. Times are estimated. Some steps run concurrently. Timely client responses can speed things up considerably. Here's a general overview:

Policy info & medical records (2-4 weeks) → Underwriting & valuation (3-4 weeks) → Offer acceptance & contracting (2-4 weeks) → Ownership/ beneficiary changes (Varies by insurer)

Bottom Line for Advisors

Life settlements are often overlooked, but they can offer significant financial value, especially for clients in or near retirement. As a financial professional, it's part of your fiduciary duty to explore every potential source of value. A life settlement doesn't just preserve value. It creates opportunity.

Don't let your clients surrender or lapse a valuable asset. A life settlement could be the solution they didn't know they had.

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MEDIA COVERAGE

Seniors who sold their life insurance plans through life settlements received on average 6.5 times more than the cash surrender value, according to data from the Life Insurance Settlement Association, a nonprofit trade organization for the life settlement industry.

"Everyone that owns a life insurance policy needs to understand that like a home or other investment, it's your asset to do with as you see fit," said Bryan Nicholson, executive director of the association.

- ***USA Today***, August 29, 2025

'If you no longer want or need the [life insurance] coverage, or if the premiums have become unaffordable, you may be able to sell your policy through a life settlement,' says Bryan Nicholson, executive director at the Life Insurance Settlement Association.

- ***MarketWatch***, September 6, 2025

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LISA Life Insurance Settlement Association

SOCIAL MEDIA PRESENCE

POLICY ADVOCACY

- In June 2025, LISA filed an **amicus brief** in the **Ameritas case** currently before the Ninth Circuit Court of Appeals in California.
- As opportunities arise, LISA educates legislators, regulators, and their staff teams about life settlements. We also monitor current laws and regulations to avoid new actions that limit the use of life settlements.
- We continue to engage in ongoing dialogue with the National Association of Insurance Commissioners (NAIC) and National Conference of Insurance Legislators (NCOIL) on behalf of the industry.

LISA Life Insurance Settlement Association

2025 Board of Directors Election Announcement

Bryan Nicholson, Executive Director
Life Insurance Settlement Association (LISA)

LISA Life Insurance Settlement Association

2026
LISA Board of Directors

Rob Haynie, Chair
LIS, Inc.

Neal Jacobs, Immediate Past Chair
Coventry

Samantha Butcher, Director
Abacus Life

Chris Conway, Director
ISC Services

John Dallas, Director
Berkshire Settlements

Sherry Duarte, Director
Fifth Season Investments

Taylor Garvey, Director
AIR Asset Management

Clay Gibson, Director
TreyLed Life Settlements

Nate McCormick, Director
Magna Life Settlements

Courtney Wassef, Director
Preston Capital

John Welcom, Director
Welcome Funds

James M. Westerlind, Director
ArentFox

LISA | Life Insurance Settlement Association

What's Next?

- ❑ Forthcoming announcements regarding closer coordination of industry events
- ❑ Standing member engagement opportunities
- ❑ 2026 industry events calendar
- ❑ Ongoing and expanded industry data collection
- ❑ Quarterly legal update webinars
- ❑ Coordinated stakeholder-specific activities
- ❑ Continued discussions regarding membership dues structure

LISA | Life Insurance Settlement Association

Questions and Answers

Neal Jacobs, LISA Chair
Rob Haynie, LISA Vice-Chair
Bryan Nicholson, LISA Executive Director
Stan Barrett, LISA Operations Director

LISA Life Insurance Settlement Association

Networking Reception & *Cashing Out Screening*

4:00 PM – 6:00 PM EDT

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31ST ANNUAL

LIFE SETTLEMENT CONFERENCE

October 16, 2025
360 Madison Ave, NYC