



## DISABILITY RESOURCE GROUP

*Passion. Purpose. Protection.*

### **NEW YEAR.**

## **NEW OPPORTUNITIES WITH EXISTING CLIENTS.**

As we are off and running into a New Year, we look forward to the new opportunities it will bring. One place to look for these opportunities is within your existing client database. Now is actually a great time to review their current disability coverages to see if they are keeping up with their income and current situations. Many of your corporate employee clients may have received a raise in salary last year or now have a two year history of bonus, or commissions that may not be covered by their current income protection plan. They may also have had changes to the group LTD coverage through their employers or may have changed employers altogether. They should all have the w-2's by now or will shortly and will certainly have their year end paystubs to review.

For your small business owner clients, they may have more in Net income, more expenses, maybe taken on a partner or hired a Key Person. They may have increase options on their policies that they can exercise without underwriting or may need to protect their business with Overhead Expense coverage or they may now have a need for Buy/Sell agreement funding. While business owner's typically have to wait until they have filed their previously years return, many have a good idea of where they will end up and have a year end profit and loss statement from their account after the first of the year. Some may already have their documents prepared for submission on the January 29<sup>th</sup> starting date for filing.

If you haven't had the chance to review your existing client's coverage last year or since they have had it in force, now is certainly time to do so. You may also want to go back to the client's you approached previously that did not take the coverage you proposed due to cash flow concerns at that time or perhaps they were just getting started in their careers. There have been changes within the industry and in certain areas, prices have some down, limits have increased, and there are new discounts and benefits available that were not available even one year ago. Those clients may now be in a better position to protect their income or businesses in this New Year.

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