

Key-person case placed fast — \$2M in coverage, \$95 per month



Client profile

Business:

Mid-sized marketing agency

Key person:

Chief Strategy Officer (CSO)

Age:

45

Policy type:

10-year OPterm policy

Coverage amount:

\$2 million

Rate class:

Preferred Plus

Monthly premium:

\$94.87

Annual premium:

\$1,116.10

Decision time:

15 days

APS:

Not required

Challenge

A growing agency needed coverage on a critical executive — but didn't want delays, high premiums or heavy financial paperwork. The BGA and advisor needed:

- A cost-effective key-person policy that aligned with the company's budget.
- Minimal disruption to operations during application.
- Confidence that a clean case wouldn't be overcomplicated.

Solution

Banner Life Insurance Company, a Legal & General America company, delivered a fast, smooth experience:

- Simplified financial underwriting: Salary, role description and revenue alignment were enough — no audited financials required.
- Underwriting class approved as applied-for — no surprises.
- Underwriter proactively communicated progress and cycle timing.

Results

- \$2M in coverage placed in under two weeks.
- Low monthly premium fit easily within the company's P&L.
- Client gained executive risk protection without interrupting business.
- Advisor earned trust and an inroad to future buy-sell cases.
- BGA added Banner Life to their go-to list for business cases.

Why it matters

Key person cases don't need to be complicated. Banner Life offers:

- Straightforward financial underwriting for business protection needs.
- Competitive term life insurance pricing at higher face amounts.
- Fast turnaround with clear communication.
- Flexible documentation — we meet clients where they are.

Ready for more cases like this?

You can count on Banner Life's fast, fair decisions when helping protect your client's business continuity. Experience the difference.



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