Chesapeake Brokerage Carrier Spotlight

Every Tuesday we will be sharing a Carrier Spotlight with our producer's and we would like to know more about you! Please feel free to fill out this form for as many products as you would like to share. There are 52 weeks in the year so we would love to spotlight each carrier multiple times. If you have any questions, please don't hesitate to reach out to Erin Dunseith at erin@chesapeakebrokerage.com.

Carrier Name: Prudential

- Website: Brokerage LIVE SITE (ceros.com)

Tell us a little bit about Lifeinsight.

Lifeinsight is an interactive inforce policy management tool. The tool is available to any producer who is appointed with us and has sold products that are available on the platform.

What makes this tool unique?

This platform is patented and unique to Prudential. Variable products have current, close of prior business day net cash and death benefit. It also shows all the policy details that you would need. Owner information, UW class, initial death benefit, cost basis, surrender value, and so much more. There is also a feature that allows you to run inforce illustrations and show a baseline comparison of performance showing how the policy was projected to perform vs. how it is performing. For variable products, we also have a feature that will show you each fund the client is allocated in and how that fund is performing. Additional feature is a loan rescue management tool. This tool will tell you how much of the loan is left on the contract and what the next actionable item is. We recently added term products and you can see the conversion details along with the products the client is able to convert to. You can also run NEW quotes within the platform for conversion options to share with the client.

What are the key benefits of this product?

This tool enables you to have more control over managing your clients' policies. You can access almost any information within minutes, vs. having to reach out to our inforce team. This can give you the confidence to sell variable and index products with a tool that you can utilize to actively manage your book of business. Also, you can print a client approved PDF Summary to bring to any policy reviews, or just to show your client if they have questions.

Who is this product best for?

This platform is best for an advisor who is appointed and selling Prudential products. It is currently available on all our products, except survivorship. However, we are going to be adding this within the next quarter.