



Below is a view of the Workbook Main Window in the InsMark Illustration System used for Blog #193.

InsMark Illustration System

Client Workbook Edit Tools Options Help Agent List

Export Workbook... Bob's Blog

Workbook Main Window

Proposals for the workbook: Blog #193 - Cost of Waiting

Proposal Description	Sales Concept	Policy Data (if applicable)			
		Policy Notation	Initial Premium	Death Benefit	Name of Product
Cost of Waiting	Cost of Waiting	C-O-W #1	\$30,000	\$650,000	Indexed UL

Proposal: New... Copy Edit Delete Preview Print...

Proposal 1 (Cost of Waiting): This is a straightforward illustration to prepare. All you have to do is import the source data for each policy and fill in three prompts:

Policy Data Report Selections

Important Illustration Design Tips

Plan A source data

Plan A: Buy Now

This source data will show the client purchasing insurance now.

Insured: Harvey Pierce, MD
Age: 45
Interest rate: 6.85
Product: Indexed Universal Life
Storage description: C-O-W #1

Change... Review

Plan B source data

Plan B: Wait To Buy

The age of the insured in Plan B must be at least 1 year greater than the age in Plan A.

Insured: Harvey Pierce, MD
Age: 47
Interest rate: 6.85
Product: Indexed Universal Life
Storage description: C-O-W #2

Change... Review

<-- Swap --> Source Data

Years to illustrate

Illustrate through year: (Age: 100)

Policy owner tax bracket

Tax bracket: %

Use a 2nd tax bracket: %

Starting in year:

Reason for policy

Family coverage Business coverage

Name of business:

Importing Illustration Data: The source of the illustration data is 1) via a link from the life insurance company whose basic illustration software you are using; or 2) from a Winflex connection that has links with InsMark; or 3) from your hand-entering data in InsMark's Source Data Storage. The first two are the most reliable because the data you access has been sourced from the insurance company's basic illustration.

There are, however, three ways to hand-enter illustration data:

- 1) You enter pertinent data along with year by year numerical values in the arrays in InsMark's Source Data Storage. This procedure is simple to do for most of the prompts, although entering several years of cash values and increasing death benefits can be tedious (unless you have staff who can do it for you).

Caution: Be very careful when you hand enter data. Mistakes are easy to make, and you should have a second set of eyes evaluating your results.

- 2) Another way to do it is to print a pdf of non-guaranteed values from the basic illustration, convert that pdf to an Excel file ([PDF Converter Elite](#) can do this), and copy the columns of premiums, withdrawals, loans, cash values, and death benefits from Excel into the arrays in InsMark's Source Data Storage.
- 3) InsMark has a video tutorial of a third way to do it using the Acrobat Reader. [Click here](#) to view that video.

InsMark's Referral Resources

(Put Our Illustration Experts to Work for Your Practice)

We created Referral Resources to deliver a "do-it-for-me" illustration service in a way that makes sense for your practice. You can utilize your choice of insurance company, and there is no commission split. They are very familiar with running InsMark software.

Mention Bob Ritter (InsMark President) when you talk to our Referral Resource as they have promised to take special care of our readers. My only request is this: if a Referral Resource helps you get the sale, place at least that case through them; otherwise, you will be taking unfair advantage of their generous offer to InsMark licensees.

Save time and get results with any InsMark illustration (including the ones discussed above).

Contact: Ben Nevejans, President of [LifePro Financial Services](#) in San Diego, CA.

Important Note #1: The hypothetical life insurance illustrations and alternative investments referred to in this report assume the nonguaranteed values shown continue in all years. This is not likely, and actual results may be more or less favorable. Actual illustrations of life insurance are not valid unless accompanied by a basic illustration from the issuing life insurance company.

Important Note #2: The information in this report is for educational purposes only. In all cases, the approval of a client's legal and tax advisers must be secured regarding the implementation or modification of any planning technique as well as the applicability and consequences of new cases, rulings, or legislation upon existing or impending plans.

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