



Knowledge Center

Benefit COLI Funding

perspectives



Bill Folan

EVP & Principal Managing Director

Client Question

With what insurance companies does your organization have a relationship? What is the nature of the relationship? How do you decide which insurance companies to consider, and then what insurance company to use in a given situation?

Answer

To maintain complete independence in the marketplace, Balser Companies is an independent broker-dealer. We have selling agreements with numerous insurance carriers including AEGON, Aetna, AIG, American Mayflower, American General, AXA/Equitable/MONY, Cigna, Empire General, GE Capital, General America, John Hancock, Hartford, ING/Security Life of Denver, Jefferson Pilot, Lincoln Financial, Lincoln Benefit/Life, ManuLife, MassMutual, Metropolitan Life, Minnesota Mutual, Nationwide, New York Life, Ohio National, Pacific Life, Paragon, Protective, Prudential Financial, RBC of Canada, Standard Insurance, Transamerica, Unum/Provident, Unum Canada, and others. These agreements allow Balser Companies to use their corresponding products, but do not have any production requirements associated with them.

Our approach is to find the best-fit carrier and product in the market. By determining the most important issues, such as product performance, fund selection, guaranteed issue underwriting, and carrier reporting capabilities, Balser Companies can bring the most appropriate products to the table. These products will also be weighed against the financial strengths of the carrier, ensuring that only the most stable carriers with the best financial strength are used. Once a carrier and product have been selected, Balser Companies expertise and nearly 40 years of COLI practice will allow us to negotiate the best terms possible with the selected carrier(s).

Executive
Benefits

Q&A with Bud Russell

Chairman, President & CEO

Q What “more” are companies getting?

A We build custom, fully co-branded participant experiences. We don’t think of these as just web sites, but as extensions of our signature service. The open architecture of our system provides unchallenged flexibility and we can deliver “On the Fly” changes using XML. Too, clients need reliable, automated and secure tools like FTP for sharing plan and participant data.

Q Do you test your systems?

A Of course. An annual I.T. assessment, both ethical human hack & scanning) are conducted. We have a dual data center with a hot backup, and it’s literally sitting on the metro Ethernet a few miles from here. Our systems are SAS 70 Type II Certified, which is pretty much a requirement to serve our clientele.