

Executive Benefits | Life Insurance

Supplemental life insurance plans help executives get the insurance coverage they need.



Smarter Approaches to Life Insurance

Life insurance experts help companies to design many types of life insurance programs. Some plans provide death benefits to an executive's survivors, while some products are applied to broader business uses-- like funding scheduled retirement benefits through strategies with corporate-owned life insurance benefits. We help clients make the most appropriate decisions.

For example, employers often hire consulting firms to "shop" their group life plans and check the market for better pricing. At no cost to the plan sponsor, Balser can review the current plan. Recently we analyzed the life insurance plan's performance over the past several years for a 12,000 employee hospitality company that had paid the national consulting firm to help manage its medical plans and to market its life insurance programs. The design of the life insurance programs had remained relatively the same over the past several years. The company realized that its coverage had several limitations and was interested in ways to provide additional features to some of its employees.

Fortune 50 Client • Case Study on Life Insurance

Large employers are generally better served with custom solutions. What this company needed was not available "off the shelf." Balser analyzed the current life insurance plan design, and then re-designed a plan that incorporated non experience rated coverage for a portion of the benefit. Balser identified immediate cost savings of more than 18% annually on the basic life plan while reducing the company's exposure to future rate increases, and doubling the coverage provided to key employees. We negotiated the new plan designed, communicated and enrolled the program, and integrated with the client's TPA for ongoing administration of the plan.

