

What's the benefit of a Return of Premium (ROP) rider?

- It's a win-win situation regardless of whether the client dies during the coverage period, or outlives the term of the policy
- The premium returned at the end of the term is tax-free
- The premium returned at the end of the term is guaranteed
- The effective rate of return can range between 8-11% guaranteed
- There is more commission for the agent due to more premium being written
- There is a higher persistency on ROP business written – It is much more difficult for another agent to replace an ROP plan because the sale is made on concept, not price
- It's easy to replace non-return of premium plans
- THINK: "Plan on living... but be prepared if you die!"

