

Final Expense for Beginners – Need to Know

DO BETTER INSURANCE AGENT HUB –

Your Quick Start Guide

1. What Final Expense Insurance Is

- **Small whole life insurance** designed to cover end-of-life costs.
 - Helps families pay for **funeral, medical bills, debts, and final expenses**.
 - Typical coverage ranges: **\$5,000–\$50,000**.
 - Easy to qualify — usually **no medical exam**, just health questions.
-

2. Who Needs It

- Seniors, typically **50+**, or anyone concerned about leaving final expenses behind.
 - Clients who **don't qualify for larger life policies** due to health conditions.
 - Those who want **peace of mind for themselves and loved ones**.
-

3. Key Features

- **Simplified underwriting** – no medical exams.
- **Permanent coverage** – doesn't expire if premiums are paid.

- **Fixed premiums** – same amount for life.
 - **Cash value** – some policies build cash value over time.
 - **Fast approval** – policies can be issued in days.
-

4. How to Sell Final Expense

- Focus on **client needs, not products**.
 - Discuss **real expenses**: funerals, cremation, debts.
 - Highlight **peace of mind** and leaving a legacy.
 - Present **multiple carriers/options** when possible.
 - Follow **compliance rules**: SOAs, forms, and approved materials.
-

5. Common Client Questions

- **Do I need a medical exam?** Usually no, only health questions.
 - **How much coverage do I need?** Estimate funeral, debts, and other final expenses.
 - **Can I increase coverage later?** Some policies allow limited increases.
 - **What if I stop paying?** Policy may lapse; some have cash value.
-

6. Best Practices for Beginners

- Know your **carrier products inside and out**.
- Use **needs-based selling** instead of hard selling.


- Keep **SOAs, applications, and records compliant**.
 - Build a **referral network** through satisfied clients.
 - Track **applications, follow-ups, and client notes** carefully.
-

7. Day-to-Day of a Final Expense Agent

- Contacting leads and referrals.
 - Scheduling **appointments** (phone, in-person, or virtual).
 - Presenting **coverage options clearly**.
 - Helping clients **complete applications**.
 - Submitting and following up on applications.
 - Conducting **annual check-ins**.
-

8. Why It's a Great Starting Point

- Simplified underwriting = **easy entry for new agents**.
 - Evergreen demand among seniors.
 - Builds **trust, referrals, and long-term clients**.
 - Low-cost policies make it **easy for clients to say yes**.
-

 **Pro Tip:** Always calculate a client's **estimated final expenses** — this makes it easier to show the **value of the policy** and guide them to the right coverage.
