



John Barry,
President/ CEO

BEJS is a second generation financial services firm with nearly 30 years of successful history serving affluent multigenerational families, business owners, and highly compensated executives and professionals.

We work closely with families, executives, professionals, and their advisors to create, implement, and manage insurance-related strategies that preserve and provide estate liquidity, minimize taxes, accumulate capital, protect income streams, transition businesses, and retain key employees.

Do you ever think about the things you are doing to get a better deal?

Perhaps you are looking for that edge; something you can do to be able to influence the process. Like most consumers, you want to feel a sense of control so that you can impact the outcome – especially if it means lower cost or better value in the long term.

The search for lower costs and better value is a popular motive for most individuals and businesses purchasing life insurance. However, the challenge is finding products that deliver long term, sustainable pricing advantages with insurance companies who have strong financials and a track record demonstrating fair treatment of policy owners.

Can you influence the pricing model, and do you qualify for products delivering better value?

It depends on your ability to segregate yourself and your “risk profile” from the general population. You may differentiate yourself by joining a “select risk pool,” but that alone will not influence insurance pricing. To be effective in accessing long term, sustainable value, you must have three critical ingredients:

- **Scale**
- **Risk Management Process**
- **Capital**

Our business model, which has a thirty year track record of success, uses the M Financial Group, a select risk pool, and reinsurance to deliver the differentiated pricing advantages that consumer’s desire.

Scale:

THE M FINANCIAL GROUP

Through our membership in M Financial Group, we are able to aggregate policyholders and produce enough “scale” to have credible, predictable mortality experience for actuarial analysis supporting the case for better pricing. The “law of large numbers” not only makes our case credible, it also serves to provide negotiating strength when developing products for our clients. As a matter of reference, our volume of business with M Financial would rank us collectively as the 7th largest insurance company in North America.

Risk Management Process:

THE SELECT RISK POOL

Creating a select risk pool requires a risk management process for identifying and segregating better risks. Beginning in 1981, we participated in a process of pooling our client risks based on a theory that high net worth individuals, management and highly compensated executives and high income professionals have better risk characteristics than the population at large. The theory was based on the belief that this group of individuals has, as a general rule, a higher education standard, access to better health care and a better standard of living - in part based on wealth. All three of these factors translate into better mortality statistics (extended life expectancies) and should receive better pricing.

We now have thirty years of experience in utilizing this select risk pool concept to deliver sustainable pricing advantages for our clients. The empirical evidence shows that this group of individuals has greater than 20% better mortality which results in much better pricing and easier underwriting in general.

Lower Mortality Costs (%'s)



CLIENT LONGEVITY

Actual death claims are 36% less than the “industry aggregate.” This allows the costs of insurance to be lower in an M proprietary product.

Average Face Amount (\$millions)



ECONOMIES OF SCALE

M average face amount is five (5) times that of the industry – providing economies of scale which can lead to lower policy charges and increased levels of service for M proprietary products.

Capital:

USING REINSURANCE TO ALIGN INTERESTS AND CREATE BETTER VALUE

Scale provides the negotiating power and the select risk pool provides the actuarial basis (credible proof) for offering better pricing but insurance companies still require some “skin in the game” to accept that risk. Reinsurance is a vehicle which allows capital to be deployed in a risk sharing contract between two parties. At BEJS, we invest our own capital in reinsurance as a way to share risk with the insurance company. Insurance companies are much more receptive to offering our clients better pricing when they know that any adverse claim experience would not only impact the insurance company but would impact our reinsurance agreements as well. This means the insurance companies are willing to agree to offer lower prices and better value because we are willing to put our own capital at risk in an effort to deliver better products for our clients.

Do You Qualify?

You can qualify by aligning yourself and your risk profile with our select risk pool that has scale and capital to negotiate better pricing. Our clients are high net worth and high income professionals, but young professionals who are on track to move into these categories can qualify as well.

You can have influence in the process, and your impact on the pricing can be significant.

Informed consumers should evaluate this business model to assess the product performance enhancements that are available to them.

M Financial Re

- *By providing access to carrier pricing assumptions, reinsurance allows M Financial to effectively track experience while monitoring changes in policyholder interests.*
- *Sharing risk with carriers also aligns the interests of M Financial and its carrier partners, which facilitates the development – and ongoing management – of better performing, proprietary products.*

M Financial is the **only distribution system** that invests its own capital in the business placed by its member firms.

- *Through M Financial Re, M Financial invests \$50 million a year in the high-quality business placed by member firms.*
- *This reinsurance company represents \$47 billion in face amount and \$8 billion in assets under management.*

*Securities offered through M Holdings Securities, Inc. A registered Broker/Dealer, Member FINRA/SIPC.
Barry, Evans, Josephs & Snipes is independently owned and operated.*