

“Proprietary Products” – What Does That Really Mean?

In the world of financial services, it's not unusual to hear products or services being described as "proprietary." But what does that really mean? For most people, calling something "proprietary" is a way of characterizing a product as "exclusive." However, at BEJS, we view the proprietary characterization differently.

While there are instances where we must adapt to our environment, we remain steadfast in advocating for full recognition of our clients' differentiated advantages. Too often, much is beyond our control – interest rates, market volatility, economic challenges, etc. We believe it is important to affirm what we can control – our principles. We want to leave no doubt in the minds of those who place their trust in us that, in addition to product exclusivity, through our membership in M Financial Group:

We have a stake in your policy's performance

We believe in the quality of your business, so we get insurance companies to give better pricing by using our own capital to help back the risk. Our proprietary products are backed (“reinsured”) by M Financial Re which allows us to better advocate for our clients on pricing and underwriting. As members of M Financial, BEJS is part of the only independent distribution system to reinsure the products sold by its firms.

Our pricing fully reflects M experience

Our clients make up a select risk pool which, over time, has reflected: (1) longer average life expectancies, (2) fewer lapsed policies, and (3) economies of scale through higher average face amounts. This superior experience of our clients warrants demonstrably better pricing.

We treat our current policyholders at least as well as our future policyholders

Active in-force management is perhaps the most differentiating characteristic of M proprietary products. Pricing enhancements are applied to in-force business as well as new buyers. Typical pricing improvements on retail products are passed on only to new policies issued. However, for a product to have the “M proprietary” brand, existing M products must maintain a mechanism for rewarding current policyholders.

We offer top-tier competitive positioning

M proprietary products are consistently competitive at the highest levels across a wide array of age, premium, income, and death benefit scenarios.

Our proprietary products offer significant long-term performance differential over retail product offerings

Because of our commitment to and investment in M proprietary products, ensuring product sustainability for our clients is of utmost concern. This means that we don't just place products that look good on paper... The economics behind the product must function predictably and realistically over the long run.

Products without all of these characteristics will not be branded “M proprietary.” Lowering our standards to accept something less and calling it “proprietary” does a disservice to our clients and hurts the brand we have worked so diligently, together, to cultivate and protect.

*Explore the differentiated advantages of our proprietary products.
Let us demonstrate how they can work for you.*