


# Genesis<sup>™</sup>

*What's your life worth?<sup>™</sup>*



*At Genesis, we use a special term  
to describe top producers  
and exceptional performers.*

*We call them “clients.”*



If you're at the top of your game and looking for a strategic alliance with a Life Settlement firm who shares your demand for excellence, we have two words for you... welcome home. Welcome to Genesis.

Odds are, someone who produces results on your level has already been inundated with offers to enter/partner/"co-market" life settlements to your clients. It's also likely that you've achieved success because you have the experience and savvy to read between the lines and survey the entire landscape. Which is why you live by the adage, "When it sounds too good to be true, it usually is." These are the reasons and reservations that were the impetus behind the formation of Genesis. Our principals' track records and understanding of the marketplace speaks for itself – as well as the countless satisfied clients they've serviced over the years. So what motivated them to get involved in a sector that was being "defined by the day?" Simple. Opportunity. As in the opportunity to actually define a standard rather than just comply with one. Our founders realized that like all fledgling financial instruments, the concept of life settlements was destined to expand at an almost "speed of sound" rate. And what usually happens in those scenarios is known as "financial democracy" – meaning because of the need for speed, all brokers, attorneys, consultants, CPA's, etc. are "treated equally" regardless of their performance, client base, and financial resources. It also means that this unique and highly desirable segment of the market is at times undervalued, underserved, and most important, underappreciated. That all ends here.

***GENESIS KNOWS...***  
*you want a relationship which  
recognizes and respects your value.*

We find it curious that some companies describe Life Settlements as “tools” – which brings to mind almost primitive devices with limited functionality. The financial professionals we deal with don’t work with tools; they work with instruments. Unlike tools, instruments are designed with precise tolerances and exacting specifications. The potential benefits of an instrument are a direct result of the talents of the person using it. And the right people can find virtually limitless rewards when the financial instrument is a life settlement.



*A reputation built on performance —  
not empty promises.*

Our management team has too much industry experience to assume you'll take any part of this brochure at face value. Your success, both with your clients and peers, is based on performance. This makes perfect sense in a business where one can tell a "player" from a "poser" before they finish introducing themselves. Could we have made this brochure read like an annual report of a Fortune 100 company? Easily. Could we have chosen an icon that brings to mind power and force? Sure. Instead, we went with a butterfly. If our brochure's tone and symbol make you uncomfortable, then perhaps we're not right for each other. On the other hand, if you're confident enough in your capabilities to appreciate being "spoken to" and not "sold to," and you're aware that ounce for ounce, the butterfly is one of the strongest and certainly most stunning creatures on the planet, then you're ready for Genesis... and we're ready for you.



You see, we didn't build our track record with our clients through hyperbole and larger than life personas. We built it by realizing that people with the focus and drive to get to the top of their professions deserve to ally themselves with a life settlement firm who will recognize, respect, and respond to them. That's respond, as in delivering the level of settlements and service that your clients have come to expect from you... And our clients have come to expect from us.



## *GENESIS KNOWS...*

*there's more to the bottom line than the bottom line.*

Let's face it, we're in a performance-based industry. And while the bulk of that performance is measured in dollars and cents, a good part of it is also measured by the level of service that accompanies it. That's why when you work with us, securing the truly best possible deal for your clients is often just the beginning.

It's also about securing a finely tuned, highly sophisticated level of marketing and sales support, including specially created print, educational, and interactive materials designed to make marketing our services as easy as dealing with us. Well, almost as easy! More than just solutions to help you sell, we also offer solutions to help you sleep — like E&O insurance to make sure there are no surprises to your bottom line.

### *Knowledge is empowering.*

Trusting us to handle your life settlement work doesn't just mean a superior level of service and performance; it also means you get access to some of the most knowledgeable professionals in the industry — ones who can assist you with up-to-the-minute information regarding most everything from licensing to regulation. Fact is, all the services and guidance we offer financial professionals, including brokers, accountants, attorneys, financial planners, etc. are part of what sets us apart from other firms. Much like your exemplary performance sets you apart from other (not to mention lesser) professionals.



## ***GENESIS KNOWS...***

***you're too busy selling to entrust this growing opportunity to amateurs.***

The benefits Genesis can pass along to you and your clients begins with experience — our principals have a combined 70-plus years in the life insurance industry. This means we have unrivaled knowledge of virtually every conceivable scenario — and how to make the most of it.

Plus, we aren't "exclusive" with any single financial entity: in fact, our only commitment is to our clients. And our commitment to them centers on providing them with the same level of performance that's made them leaders in their fields.

In short, we're not about "cookie-cutter solutions." We're about solutions that reflect the understanding that no two cases are identical.

To achieve this, we've developed a system that brings together the best of the invaluable "human element" together with the latest evaluation technology.

More than simply obtaining all medical files from primary care physicians and specialists, policy information from carriers, and procuring all life expectancy reports, we also have exclusive relationships with a number of leading medical practitioners. This enables us to provide both prescreening services and review LE's as needed — all with the same level of confidence you'd expect from a leader who has built their reputation on trust, performance, and integrity.

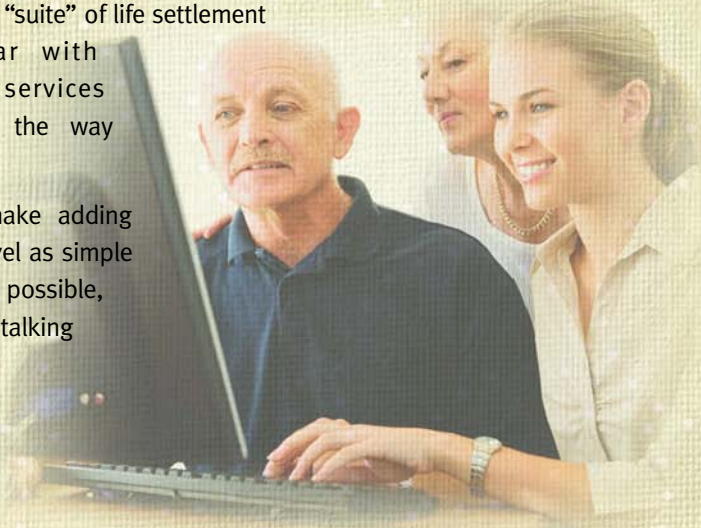
Most importantly, because all these resources are focused on the joint satisfaction of you and your client, the time frame from initial contact to "close" is way shorter than what is considered the industry standard.

## *Going for the close.*

Since a good portion of the people reading this brochure are sales professionals, there are familiar ways we could wrap things up. For starters, we could summarize all the reasons your clients would consider taking advantage of a life settlement. Things like... They need cash or want to buy a new life insurance policy. Their monthly premium payments are too high, as are the costs of medical, assisted living, or nursing home care. They may want to fund a child or grandchild's education, purchase other investments or buy back stock from a business partner. But because you could probably tell us a few reasons, we won't dwell on the above. We could also "profile" the perfect life settlement client... 65 years old or older. Has a life insurance policy — even term. Has had greater demands put on existing financial resources. Then again, if you couldn't also recite the above in your sleep, you probably got this brochure by mistake. We could also tell you about how life settlements aren't just benefiting charitable trusts, but actually helping many of them stay open — despite trying financial times. Though odds are, someone at your level knows that as well.

Instead, we'll close our "close" with an opening... an opening that reflects we know we're talking to a serious life insurance/financial professional who has built their company into a compelling industry presence. You are ready for the next level, to add a "suite" of life settlement services on par with the caliber of services synonymous with the way you do business.

If you want to make adding that critical next level as simple and profitable as possible, you want to be talking with us... now.



A Proud Member of



Genesis<sup>™</sup>



*What's your life worth?™*

**Genesis Asset Advisors LLC.**

**6800 Jericho Turnpike**

**Suite 103 West**

**Syosset, New York 11791**

**877-303-9777**

**genesisknows.com**