



## **FOR IMMEDIATE RELEASE**

### **Recent Hard Times Has Life Insurance Policy Owners Asking “What’s My Life Insurance Policy Worth Right now?”**

Genesisknows.com Recently Optimized to be a “First Class Lounge” for CPA's, Producers, Attorneys, GA's, Financial Planners & Those New to Life Settlements

**Syosset, NY – March 5, 2009.** Life settlements, the rapidly growing segment of the life insurance market that enables life insurance policy holders to “sell” their policies to a third party for a sum that usually far exceeds the carrier’s cash surrender value, is an industry best defined by “parity.” Genesis Asset Advisors, LLC, a leader in the life settlement arena, is seeking to change that definition via an aggressive marketing strategy based on creating a service-driven environment that can only be described as “Top Producer Centric.”

“Every industry has its leaders—top performers who account for a disproportionate amount of sales, revenues, profits, etc.,” said Eric Tennenbaum, a principal of the company. “And because of that, all those industries have developed segments dedicated to servicing those unique individuals with a level of dedication and excellence that matches their own—kind of like a ‘first class lounge’ for first class performers.”

“We’re not sure why, but our research showed that life settlements had no such actualized entity,” Tennenbaum continued. “Sure, there were companies that communicated a message of superiority, but when you read their communications, you quickly realize the superiority they’re touting is their *own*. As far as they’re concerned, all producers are the same with the same needs, demands and expectations. And as anyone even peripherally involved with this industry will tell you, that’s anything but reality.”

“Our vision for Genesis is to create a boutique environment that shoulders the bulk of the operational responsibilities so the producer can go back to concentrating on what they excel at: *producing*. Regardless if their background is sales, estate planning or financial planning, their most valuable asset is their knowledge base and time, as that’s used to develop the kind of solutions that build relationships and service existing ones.”

Tennenbaum added, “Once they see we value their time as much as they do—and that we’re never satisfied until we’ve negotiated the best possible settlement for their clients—they realize that ‘we get it’ and that we’re more than a source—we’re a resource created to help make the life settlement process as streamlined as possible without affecting profitability or performance.”

The company’s tag line, “What’s your life worth?” reflects this client first mindset and has created tremendous buzz at recent events.

“We had two schools of thought,” said James P. Smith, Principal at Genesis Asset Advisors, LLC., “Existing clients (producers etc.) felt it reflected our trademark responsiveness and performance, and because of that, ensured these professionals could ‘have a life’ and not waste valuable time staying on top of their life settlement firm. Then we had the other school that felt “What’s your life worth?” was designed to pique the curiosity of the consumer/end user, and motivate them to see if they could enhance the quality of life for themselves and their family by looking into a life settlement.

In essence, Genesis has the ideal skill set to answer the posed question because of its strong industry partnerships, years of experience, and hardnosed work ethic. They leave no stone unturned and work harder and smarter for their clients than other firms.

As the rising cost of living is causing many retirees and seniors to contemplate a life settlement as a way of ensuring they can meet financial obligations, many are realizing that a long forgotten universal, term, or whole life policy has a very real value right *now*. Regardless of whether that value can be leveraged to take the family on a vacation or to buy a second home, the first step is ascertaining “What’s your life worth?” In addition, these forgotten or unneeded policies can turn into a huge windfall of cash for a policy which would have lapsed or been surrendered by uneducated policy holders.

Genesis together with their unique understanding regarding the dynamics involved in “corporate insurance policies”—eg; “Key-Man” and similar type policies, is becoming the “first call” for clients and financial professionals who find themselves dealing with these opportunities. This trend of allowing policies to lapse because they are longer needed is resulting in a market that reaches into the hundreds of millions in terms of lost income.

Thanks to the Genesis extensive network of financial partners, the offers for clients as well as the turnaround time are consistently the most impressive in the industry. More than generating positive feedback from producers and clients, their unparalleled level of professionalism is why the company is held in such high regard by numerous institutional capital sources as well. While these sources have the ability to ally themselves with most any settlement firm, many of them consistently prefer Genesis because they view their relationship with Genesis as more of a “strategic alliance”—where both parties possess complementary skill sets. This results in smoother, more streamlined procedures without impacting performance.

“Every life settlement case is different,” noted Tennenbaum. “Two \$5 million policies that seem totally identical can have very different buyouts. Our relationships with producers, financial institutions and the actual client are built on mutual respect and a shared commitment to excellence. Our fast turnaround is because we’ve established a reputation for not compromising. Our principals have more than 65 years of financial industry experience and therefore have a wealth of knowledge to draw from, which allows them to know the real market value of the policies they deal with. When you’ve built the kind of reputation we have, you’ve built it not just by our results, but by the kind of attention-getting results that make people wonder, ‘Who are these guys and why aren’t WE doing business with them?’”

“Some people are perfectly happy with off the rack suits, but there are those who appreciate the subtle extras and perfect fit only found in bespoke or custom made suits,” observed Smith. “Our goal is to deliver a truly ‘bespoke’ experience—one that from start to finish is tailored to the exact needs of the client.”

#### **About Genesis Asset Advisors, LLC:**

Genesis is a national settlement firm providing complete settlement services to CPA's, producers, attorneys, GA's, and financial planners. Genesis’ principals utilize their years of experience and exceptional relationships to provide a truly superior client experience via exceptional service, industry-leading turnaround time and most important, monetary returns. Genesis facilitates through both domestic and overseas capital to optimize policy offers. For more information, call 1-877-303-9777 or visit [www.genesisknows.com](http://www.genesisknows.com)

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