

## Broker-Initiated Survey To Focus On Life Settlements

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Cleveland

An Internet-based survey is expected to illustrate how insurance agents and other financial advisors are approaching potential transactions in the rapidly-evolving life settlement marketplace. Cleveland-based Life Settlement Insights (LSI), a leading life settlement brokerage firm, commissioned the survey, which will be conducted January 11, 2007.

"It's a unique situation," said Jim Cavoli, LSI's president and chief executive officer, "because the life settlement industry is changing and growing so quickly, we wanted to make sure we weren't making decisions based on assumptions which may have been accurate six months ago, but could potentially be flawed as we move through 2007."

More than 450-thousand insurance professionals will be invited to take part in the 15-question survey. The industry's largest electronic newsletter, [www.insurancebroadcasting.com](http://www.insurancebroadcasting.com), will direct interested readers to the appropriate hyperlink, where they can review the questions and leave confidential responses.

"Ultimately, the life settlement transaction is the culmination of dozens of distinct, thoroughly-researched decisions," said David Dalton, LSI's manager of marketing and corporate communications. "As a brokerage firm, we wanted a better understanding of the advisor's thought process, because that can help us do whatever is needed to make the transaction less time-consuming for them."

The survey results are expected by the end of January. For more information, see [www.lsinsights.com](http://www.lsinsights.com).

About Life Settlement Insights

Life Settlement Insights (LSI) is a leader in the national secondary market for life insurance, operating through financial service agencies and brokerages. The firm helps advisors realize fair market value for clients' life insurance policies by structuring and negotiating life settlements with its national network of financial institutions.

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