



5 Reasons TO SELL FUNERAL EXPENSE TRUSTS

1. Universal Need

A funeral-related insurance product, like the FET, is a universal product, protecting a universal expense: the funeral. Simply put, every client will have a funeral, and they all need a way to pay for it. The applicability to all people, regardless of the need to accelerate Medicaid or not, makes this product a sure fit for your clients.

2. Growing Demand

Since COVID, Americans are talking about death and funerals more than ever before. Funeral funding is at an all-time high but the amount of baby boomers who have funded accordingly is still considerably low. This opportunity gap, coupled with the growing demand and interest, allows you to offer a structured solution—the funeral expense trust.

3. Competitive Edge

In a competitive market, having a diverse product portfolio sets you apart from others. The FET offers a unique and specialized option, allowing you to differentiate yourself from competitors. This can attract a specific segment of customers actively seeking funeral pre-planning solutions who naturally become leads for other offered products.

4. Community Engagement

Offering funeral expense trusts can be a way for you to engage with and support your clients. This simple, but meaningful policy connects with clients on an emotional level and builds deepened trust. By providing a product that helps individuals plan for their final wishes, you also demonstrate a commitment to the well-being of your clients, yielding significant future results.

5. Commission Opportunities

One of the key benefits for you as an agent with Krause is the commission opportunity for these simple, one-and-done policies. This not only provides an additional revenue stream but can also contribute to the overall growth of your business and can be the first step in securing funds for Medicaid spending or be the impetus for larger opportunity conversations.

If you're ready to learn more about how funeral expense trusts can benefit both your clients and you business, contact our office!



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