

## SERVICE TO OLD POLICYHOLDERS.

The following suggestions are made by Mr. G. Cecil Moore, assistant general manager of the Imperial Life, as to what service to old policyholders should comprise.

1. Call at least once a year. The agent should plan to see each of his policyholders at least once a year—oftener if deemed expedient. It would be well to call about one month before the assurance age of the policyholder changes, pointing out to him that he can buy additional assurance needed for less money just then than a month later. He will appreciate your thoughtfulness in thus reminding him of a particular opportunity which otherwise he would most likely have overlooked and your explanation of the visit may result at once in a new policy.

When calling, go over his old contract with him to refresh his understanding of the several provisions. This will go a long way towards preventing terminations. For one thing, you will want to determine whether or not the original beneficiary is still living and if not, whether a new one has been named. It is not unusual for a policyholder to neglect, or forget altogether to notify the Company of the original beneficiary's death, or to name a new beneficiary. Again, whenever you read in the newspapers or learn of a beneficiary's death, get in touch with the policyholder as soon as practicable, to the end that any needed changes in his contract may be made.

2. Half-yearly or quarterly premiums. If the assured is paying premiums on the quarterly or half-yearly plan, sound him out and ascertain whether conditions will not permit him to pay yearly. Point out the saving which this change would effect over a term of years.

### CONVERTING TERM INSURANCE.

3. Changing to other Forms. Of course, if a policyholder is carrying Term Assurance, he should be urged to convert the same at the earliest possible moment. Often a policyholder becomes discontented with the plan of assurance he is carrying and when you find a policyholder in such a frame of mind, you can frequently change his discontent to satisfaction simply by refreshing his mind in regard to the benefits of the policy he has and pointing out to him the advantages of keeping it in force.

4. Policy Loans. Has the assured borrowed heavily on his policy, or has he neglected to pay back a loan which the Company made to him a long time ago? Show him the risk he is running and what a hardship the encumbrance upon his policy may ultimately prove to be to those dependent upon him. Urge him to free the policy from the loan, even if he has to sacrifice on something else, and call his attention to the fact that repayment in sums of ten dollars or more may be made at any time. Quite likely he does not realize this. Or if he is not in a position to repay any part of the principal of the loan, point out to him that his assurance is depleted by the amount of the loan, and endeavor to get him to take out additional assurance sufficient, at the very least, to cover the amount of the loan, and bring the assurance up to the original value.

### DIVIDEND OPTIONS.

5. Dividend Distributions. The agent should always see the policyholder at the time a dividend distribution is made on his policy. At the first

distribution he should explain to the policyholder the various dividend options and help him to come to a conclusion as to the best option which would suit his own particular circumstances. Also when subsequent dividends are due, even although no options are available, a good opportunity is, nevertheless, presented for the securing of additional assurance. In the same way, if the assured is soon to mature an Endowment, or if he is about to pay the last premium on a Limited Payment Policy, make sure to see him and find out if he cannot be persuaded to continue paying the same premium on a new policy.

6. Annual Report. Another good time to see the old policyholder is when you have a new Annual Report at hand. By going over with him and explaining its different features you will renew his confidence in the Company, and his confidence in you. Perhaps you will in this way nip in the bud the activities of some other agent who, without your knowledge, has been trying to "twist" one or more of your policies. Tell your old policyholders of the claims the Company has paid in your vicinity, of cases of financial stress it has alleviated. In the case of policies issued before our interim dividend or new settlement privilege came into effect, point out to the policyholders that these valuable features were automatically extended to their policies the moment they were incorporated in the new policies. Remember, however, that the interim dividend applies only to five year distribution policies.

### SETTLEMENT OPTIONS.

7. Options of Settlement. The settlement option which all our policies now contain and which was made retroactive so far as old policies are concerned, is a most valuable privilege and gives every agent of the Company a splendid opportunity to interest old policyholders. It is surprising, in view of the value of this privilege, what slight attention is paid by the policyholders to their beneficiaries to the options of settlement, and the reason is doubtless that its value has not been explained in such a way as to enable the policyholder and beneficiary to fully appreciate what the Company is prepared to do when the proceeds of a policy become due. This explanation can only be made by personal interview as few policyholders, indeed, will take the trouble to study a written explanation. The Company at the present time only infrequently receives written notification from the policyholder making choice in his lifetime of an option of settlement, under which the proceeds of the policy shall be payable to the beneficiary at his death. If he fully understood these options we feel that we should receive a hundred notifications where now we receive one. Even if he does not wish to make a choice of these options of settlement, he will, in any event, appreciate your courtesy in calling attention to a matter which is in his interest, not yours.

Also in explaining the special settlement privilege by which the principal sum assured is converted into income, a splendid opportunity is presented of bringing to the mind of the prospect the realization of how inadequate his policy could be to take care of even the extreme necessities of life, or to keep from his household the miseries of poverty after his death, and a splendid argument is thereby presented on which to secure additional assurance from him.

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