

# The Power of M

## M Financial Group

### 1. **Proprietary Products:**

- a. Recognizing that “off-the-shelf” products often don’t meet the needs of ultra-affluent clients, for over 30-years M has tracked affluent policyholders’ favorable mortality, lapse and expense experience.
- b. Working closely with some of the nation’s most prestigious insurance carriers and investment firms, M Financial has utilized this favorable experience to develop competitive and innovative proprietary products priced exclusively for M’s corporate and high net worth clients. Note: As of December 2016, M Carriers offer 36 proprietary products.
- c. Rather than being limited to one carrier and a limited portfolio of products, our clients benefit from access to the full range of “off-the-shelf” products as well as to the aforementioned additional proprietary products, some of the most exclusive and competitive products in the industry priced based on M’s superior experience.
- d. Through **In-Force Management**, M continuously monitors proprietary product performance.
  - i. Pricing improvements and cost savings reward in-force business - not just new buyers.
  - ii. Since 1998, favorable experience from proprietary products has fueled 54 in-force price improvements and more than \$200 million in post-purchase cost reductions for Member Firm clients.

### 2. **M Carriers (Comdex, i.e., Composite Financial Strength Rating as of 11/30/2016):**

**TC Life (99) John Hancock (92) Prudential (92) Nationwide (90) Lincoln (90) Pacific Life (90)**

- a. Due to the volume of business written, M has direct access to Carrier senior decision makers who are aware of the quality and volume of our business, and support our ability to implement and maintain competitive solutions.
- b. TIAA (formerly TIAA-CREF) Life Insurance Company (TC Life) & M Financial – An Unbeatable Combination.
  - i. One of the strongest life insurance carriers in the industry (i.e., one of three AAA life insurance carriers out of approximately 900 U.S. carriers).
  - ii. Developed seven new insurance products exclusively for Member Firm clients in 18 months.

### 3. **M Financial Re (M Re):**

- a. M Re is a wholly owned reinsurance operation launched in 1981.
- b. M Re shares risk by reinsuring a piece of over one-half the policies underwritten by M carriers.
- c. M Financial is the only independent distribution network investing its own capital in the business placed by Member Firms through reinsurance.
- d. Each year, M Re invests upwards of \$50 million in the high-quality business placed by Member Firms.

### 4. **An Exclusive Group of Life Insurance Industry Leaders:**

- a. Established in 1978 by a small group of top producers, M was founded and continues to operate on the principle of always placing the client’s interests first.
- b. With more than 140 select and independent Member Firms in 37 states and the United Kingdom consisting of approximately 700 producers, M Financial is the largest independent life insurance organization in the U.S.
- c. Members are among the top producers within the high net worth market who maintain top-quality business practices, demonstrated industry leadership, and strong advisor networks.
- d. If M Financial were a life insurance carrier it would rank #8 in the U.S. based on new premium written in 2012.
- e. Fewer than 10% of initial candidates are invited to join M as Provisional Members. Full membership may be approved only after an 18–24 month provisional period.
- f. 14 M Principals have served as President of AALU; 226 M Principals are members of AALU (membership that exceeds any other industry organization). Note: AALU is a prestigious life insurance organization representing the top producers in the U.S.

### 5. **Recognition and Staying One Step Ahead in the Ultra-Affluent Marketplace:**

- a. M Financial maintains an uncompromising commitment to client advocacy, proactively collaborating with select advisors and key constituents in Congress to increase the overall understanding of life insurance and the valuable role it plays in protecting the well-being of families and businesses.
- b. M Financial’s expertise and industry standing has been recognized through jointly publishing two books in *The Advisor’s Guide* series with the American Bar Association, and by being featured in two *Private Wealth* magazine articles (November 2008 & December 2013).
- c. M continually provides insightful commentary on market trends, new legislation, and impacts on insurance industry.