

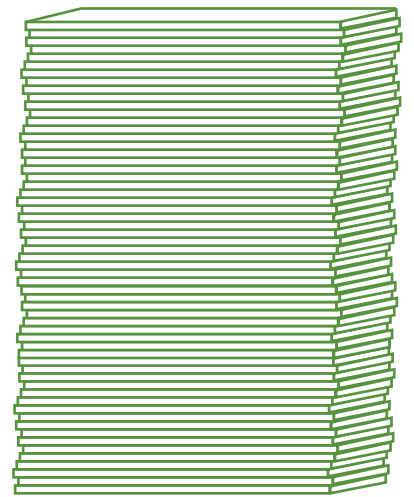
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Life Insurance Selection
Made Easy With RightBRIDGE

LIFE INSURANCE WIZARD
.....



850+

Life Insurance
Carriers in U.S.



5,000+

Life insurance products
in marketplace

+1,000's

of options and
riders

The RightBRIDGE Insurance Wizard uses a sales intelligence engine to determine the

- Amount
- Mix
- Type

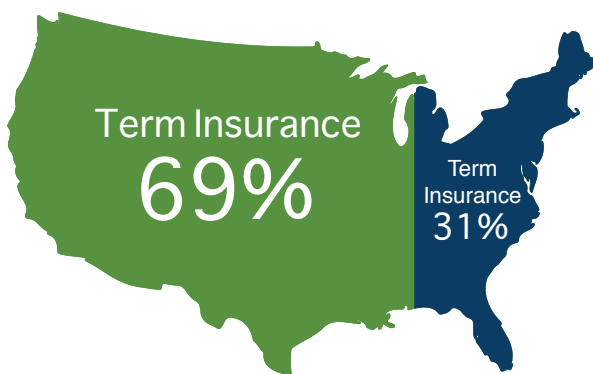
of insurance for a client's needs and objectives. The engine then compares the different type of insurance and rank orders those that best meet the client's objectives.

No Lapse UL
Survivorship
Universal Life
Single Premium
Whole Life with Term Offset Rider
No Lapse UL
Lifetime No Lapse UL
Fixed Universal Life
Level Convertible
Term Whole Life
Single Premium
Index UL MEC
Index Universal Life
Convertible Term
Whole Life
Single Premium
Whole Life
Pay to 100
Survivorship No Lapse UL
Single Premium Survivor No Lapse

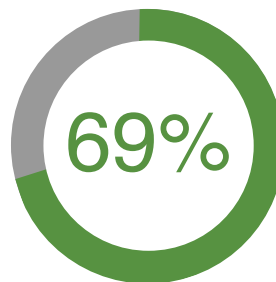
"After successfully deploying the RightBRIDGE Annuity Wizard to 50,000+ advisors CapitalROCK has developed a Life Insurance Wizard to assist with the sale of insurance much like the Annuity Wizard assists with the sale of annuities. Many of our Annuity Wizard clients asked us if we had a similar solution for life insurance and several assisted us in the development of the Life Insurance Wizard"

John Hyde, President of CapitalROCK

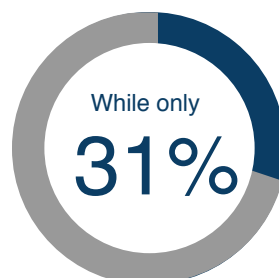
Insurance Stats in United States



A majority of life insurance sold in the U.S. is term insurance.



69% of life insurance sold in the U.S. is term



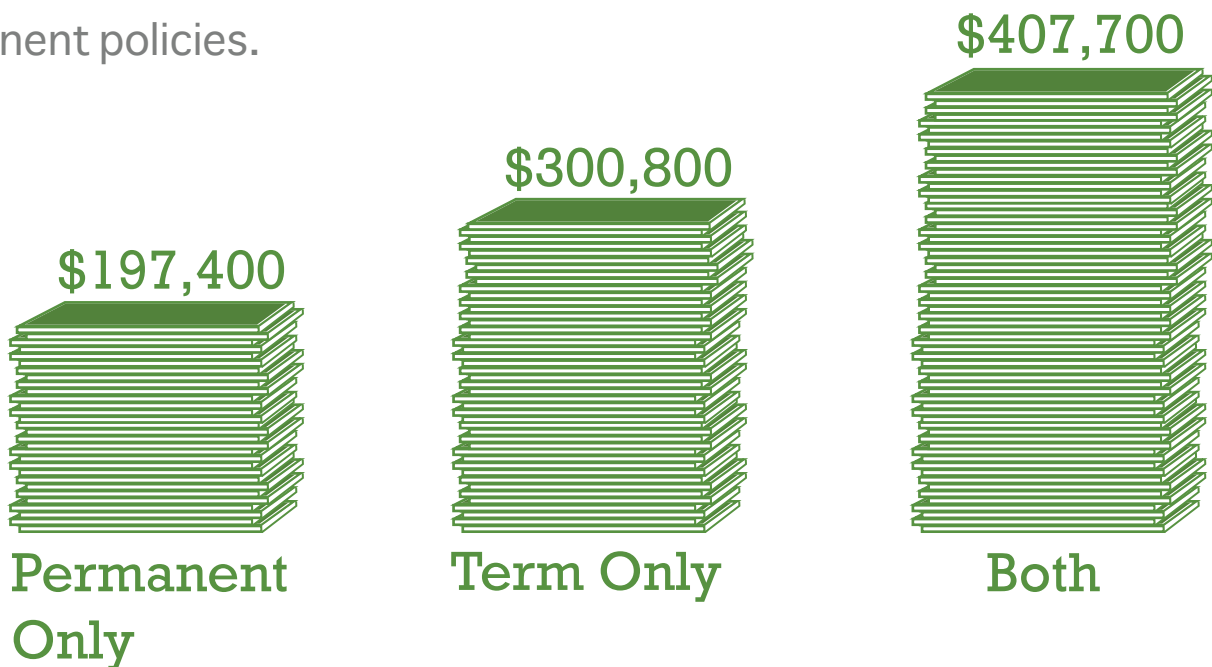
While only 31% of life insurance is permanent.

Only **3** in **9** Americans feel they have sufficient coverage



58 million (or half of U.S. households) say they need more life insurance.

Households that purchase a combination of both term and permanent insurance **18%** have better coverage than those that rely only on either term or permanent policies.

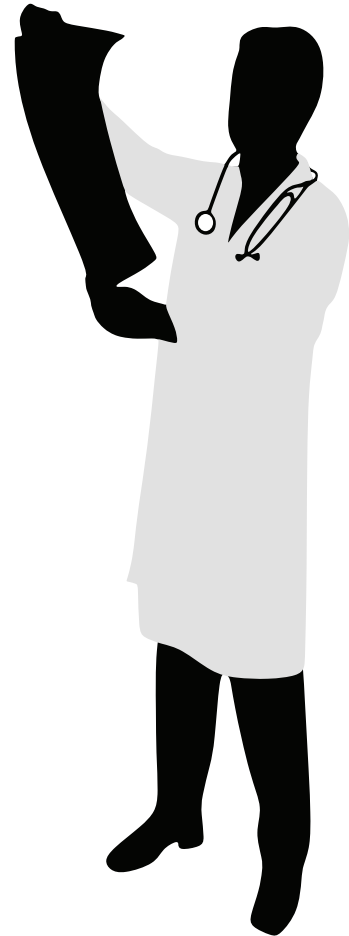


RightBRIDGE Life Insurance Wizard Works Like a Caring Physician



Like a good physician, RightBRIDGE Life Insurance Wizard collects data about each client in order to meet their needs. (Fact Finding)

The physician reviews data and works on a diagnosis for the patient. (Analysis)



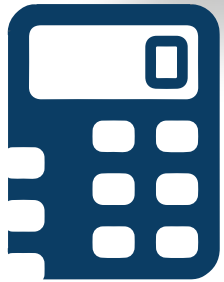
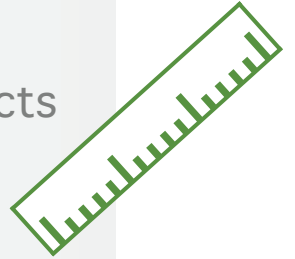
The best form of treatment is then selected based on the client's needs. (Insurance Recommendations)

How the Life Insurance Wizard Works

1

STEP ONE

The RightBRIDGE Life Insurance Wizard collects data on each client including specific needs for insurance.



STEP TWO

The wizard then estimates the amount of life insurance needed.

2

3

STEP THREE

Temporary and lifetime insurance is then calculated.



STEP FOUR

Based on the length and type of needs specific life insurance policies are suggested.

4

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