

This simple fact explains why professional advisors consistently turn to Coventry to help them tap into the enormous opportunities of the secondary market for life insurance.

There's
only one
market
leader.

We know the market. Past, present and future.

- Coventry created the secondary market in the US.
- Our leadership continues to shape the industry's future.

Coventry's expertise has defined the secondary market from the beginning. We were the first to see the market's potential and we pioneered its major transactions. Our efforts have established the industry's models for capitalization, distribution and regulation. This uniquely global perspective fuels ongoing innovation as we continually expand the power, reach and value of life insurance.

Our understanding of life insurance is second to none.

- Coventry has been a leader in the sophisticated high-net-worth and corporate insurance markets for more than 30 years.

Coventry First is the only major life settlement provider with origins in the life insurance industry. With eight actuaries on staff, we are well versed in the complexities, nuances and technicalities of life insurance, especially when policies with large face amounts are involved. We have developed, marketed and administered policies with aggregate face amounts totaling more than \$40 billion. Our understanding is deep. Our experience unmatched.

We create unprecedented opportunities for clients everyday.

- Coventry offers more opportunities to access the market value of life insurance.
- We have delivered more than \$3 billion to consumers for insurance they no longer need or want.

Coventry pioneered the life settlement industry, coining the term "life settlement" and giving policyowners a compelling alternative to surrendering their policies or letting them lapse. With innovative financial tools like **SWAPP**® and **Simplified Settlements**®, we continue to create powerful new strategies advisors can use to help clients manage their assets more effectively.

We set the standards for the industry.

- We are fierce advocates for consumer rights. We were the first to promote rigorous industry regulations.
- Our due diligence standards exceed industry requirements.

As the market leader, we feel an added responsibility to do things right. We were the initial secondary market firm to actively support rigorous industry regulation. We maintain exacting due diligence requirements and our internal compliance team makes sure that every transaction is executed to the highest standard.

We do more for advisors. Much more.

- Our 18 in-house regional teams – comprised of case managers, regional coordinators, regional directors and regional vice presidents – deliver the highest quality support to your business.
- Nobody has our track record. Coventry has helped more advisors close more cases than anyone else.

Our dedicated teams ensure that transactions close successfully. Most important, we know your market and understand your business. Everything we do is tailored to your individual needs and goals.

We spread the word.

- Coventry has helped approximately 30,000 advisors across the US obtain continuing education credits.
- We provide customized support, including on-site presentations and continuing education seminars.

We established the Coventry Center for Financial Professionals, developing a broad range of educational programs and materials to help financial professionals understand the secondary market for life insurance and the opportunities it offers their clients.

The role of market leader is one we take seriously. With a bold vision and impeccable standards, we are continually opening new opportunities for advisors and their clients. Making life insurance more powerful, more flexible and more valuable. And changing the way people think about life insurance. It's how we are redefining insurance.

7111 Valley Green Road ▪ Fort Washington, PA 19034 ▪ 877.836.8300 ▪ coventry.com

COVENTRY

REDEFINING INSURANCE®