

# The Big Lie

about life settlements:

Marketing a case to **1** buyer yields the same results as marketing it to **15** buyers.



buyer / provider

Trust me, we'll pay top dollar for your policy. There's no need to market it elsewhere.

The only way to maximize life settlement offers is via comprehensive **auctions** designed to isolate the highest bidder among many.



*Brokers owe a fiduciary duty to policy owners. Buyers don't.*