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**Press Release**

Source: John Helms Inc.

**Florida Seniors Reaping Unexpected Millions From 'Life Settlements'**

Thursday August 5, 12:36 pm ET

**Florida Seniors Benefit From Longer Life Expectancy, Fueling A Multi-Billion Dollar Industry**

TAMPA, Fla., Aug. 5 /PRNewswire/ -- Florida's seniors are now taking advantage of an increasingly popular financial innovation that can generate unexpected cash yields from life insurance policies, according to John Helms, one of the state's leaders in the rapidly growing "life settlements" field.

The life settlement industry has grown rapidly since its emergence in the 1990's. The potential market for life settlements -- the sale of a life insurance policy on the secondary market to institutional funders -- was just over \$50 million in 1990 and has been recently estimated to be as large as \$134 billion. Considered an effective wealth management tool for high net worth seniors seeking an exit strategy from unwanted life insurance policies, life settlements are gaining attention in all areas of the financial services marketplace.

"Estate planning attorneys, CPAs, financial planners and others who serve as advisors to high net worth clients are discovering that life settlements can play an important role in achieving the client's financial and charitable giving objectives," said John Helms, head of the Tampa-based John Helms, Inc.

"It used to be that there were very few options for people who didn't want to continue paying insurance premiums or couldn't afford to pay. They could surrender the policy for its so-called cash value. But life settlements can pay out substantially more," Helms emphasized.

"Life settlements also yield important benefits and new options for seniors who decide they want to lower insurance costs," Helms said. Helms is a Certified Financial Planner (TM) and Chartered Life Underwriter (CLU).

→ Citing one recent example, Helms described a client who was paying annual premiums of \$60,000 for a \$2,000,000 life insurance policy. Helms says the cash surrender value of the policy was only \$70,000 but he was able to give the client a settlement of \$560,000 for the policy! The client used the proceeds to buy a new insurance policy and wound up paying 85% less.

The amount of money that a person can receive in a life settlement above a policy's cash surrender value depends on the policyholder's age and the purchaser's estimate of their life expectancy. As life expectancies increase, the life settlement industry continues to grow.