



There's  
only one  
market  
leader.

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.

## **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 life settlement provider with origins in the life insurance industry. With eleven 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 is 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.

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**<sup>®</sup> and **Simplified Settlements**<sup>SM</sup>, we have continued to create powerful new strategies for clients to manage their assets more effectively.

## **We set the standards for the industry.**

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

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

## **We do more for advisors. Much more.**

- Coventry offers 27 regional in-house support teams to deliver the highest quality support to your business.
- Our continuing education seminars have helped more than 30,000 advisors master the secondary market.

Nobody has helped more advisors close more cases than Coventry. Our dedicated case managers 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.

## **The experts agree.**

- Standard & Poor's has given us their highest servicer ranking and we are the first secondary market firm ever to be ranked (2004, reaffirmed 2006).
- Coventry is ranked as one of the best companies to work for in Pennsylvania.
- We were ranked #1 in the insurance category of the Inc. 500 listing of the fastest growing privately held companies in America.

Coventry is widely regarded as the premier firm in the secondary market. We have received top rankings from the leading ratings agencies in the US and Europe, and we are ranked among the most dynamic companies in the US.

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.

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