

KRAUSE ◯◯◯

Comparing Funeral Insurance Products

Presented by
Jim Palm & Nate Ziolkowski

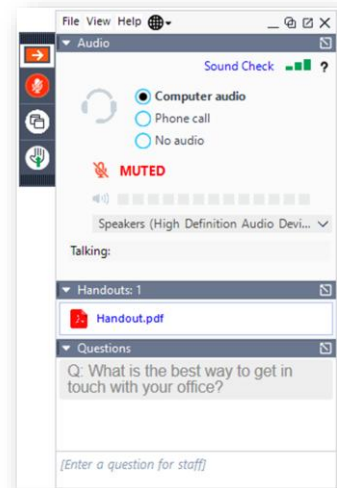
September 10, 2026



1

Questions & Handouts

- Download **today's handouts** from the GoToWebinar toolbar.
- Don't forget to **complete the survey** at the end of the presentation!



KRAUSE ◯◯◯



2

About Us

Krause Agency is a national wholesaler of insurance products tailored to the senior market. With a focus on asset preservation solutions, we provide products, training, and support to agents and advisors helping clients plan for retirement and long-term care.



KRAUSE ☉☉

3



30+
Years of
Experience



400+
Clients Helped
Monthly



1,300+
Active Agents



Today's Goals

- 1.** Identify why funeral planning matters for your clients.
- 2.** Explore the funeral products available.
- 3.** Discuss the licensing requirements for different funeral products.

KRAUSE ☉☉

4



Funeral Pre-Planning

Making advance decisions...

- About **form of disposition**
 - Cremation
 - Burial
 - Donation
- About **event plans**
 - Traditional funeral
 - Graveside ceremony
 - Private gathering or unique celebration
- About **funding**
 - Preneed insurance
 - Final expense insurance



Families are more at peace when decisions were made in advance.

KRAUSE ☉☉☉



5

Traditional Preneed Insurance

- Coverage for funeral home services, merchandise, and cash advances arranged through an agent along with a **selected funeral provider**.
- Two universal requirements:

1

Statement of Funeral Services & Merchandise form (i.e., the preneed contract)

2

Irrevocable Assignment of Ownership/Proceeds to Provider form

- Excess paid to beneficiary(s); for Medicaid, always "Estate of Insured"
- Medicaid compliant in all states
- Single premium or multi-pay premium plans

KRAUSE ☉☉☉



6

Preneed Licensure

States vary on qualifications:

Life producer licensee only

(e.g., AZ, ND, NV,
MN, SD)

Preneed sales agent licensee + life producer licensee

(e.g., FL, IA, IL, IN, OH,
TN, TX, WI)

Licensed Funeral Director only

(e.g., GA, NC, PA,
SC)

Agents who are contracted with Krause get support and marketing to enhance success potential.

Need assistance? We're here to help!

KRAUSE ☺☺☺



7

Final Expense Insurance

- Broader funding: **Funeral expenses + other end-of-life costs**
 - Apartment rent until vacancy
 - Car payments or utility bills until no longer needed
 - Final health or long-term care expenses incurred
- **Lump-sum** (single premium) **or installments** (multi-pay plan) product options
- Features:
 - *Flexible benefit payout*
 - *Simplified issue rates (Premier, Standard, Modified, Guaranteed Issue)*
 - *Protected – assigned to funeral expense trust*
- Excess paid to beneficiary(s)
- **Medical assistance compliant** in most states
 - Some limits may apply
 - Statement of funeral services and merchandise may be required based on the state

KRAUSE ☺☺☺



8

Funeral Expense Trust (FET)

Whole life insurance policy

Funds are assigned to a funeral trust held by the insurance company.

The trust pays the funeral home directly at the time of death.

Offers a small growth feature

Face value typically ranges from \$2,500 to \$20,000

Most commonly single premium (one-time payment), though some payment policies exist

KRAUSE ☉☉



9

Funeral Expense Trust (FET)

Pros

Guaranteed issue – no underwriting!

Medicaid compliant

The trust is managed at no cost to the policyholder.

Useable at any funeral home at the time of death

Cons

Funds can only be used for funeral-related expenses.

Funds are irrevocably assigned – no access to funds once the assignment takes place.

Minimal policy growth

KRAUSE ☉☉



10

Medicaid Considerations

- Each funeral product is treated differently under Medicaid regulations.
- When assessing the client's need, consider:
 - **Proper Product:** Is this product compliant?
 - **Proper Coverage:** Does the product suit the coverage needs?
 - **Product Accuracy:** Has the product been set up properly?

KRAUSE ☉☉☉



11

Why Advance Planning Matters

- Comprehensive approach **covers more** than just funeral costs
- Empowers individuals with **more knowledge and choices**
- **Relieves loved ones** from financial and emotional burdens
- Advanced planning = **more options, more benefits, greater peace of mind**

KRAUSE ☉☉☉



12

Agent Opportunities

- 1 Existing client base with senior product coverages
- 2 Funeral home relationships can permit the following in some cases:
 - *Community involvement through advance planning seminars*
 - *Working with "unfunded clients"*
 - *Aftercare with recently served families*
- 3 Direct Mail
- 4 Facebook Ad Buys
- 5 Guardian/Conservator networks

KRAUSE ☉☉



13



KRAUSE ☉☉



14

KRAUSE ◯◯◯



To learn about this webinar topic and more, scan the QR code and schedule a call with our team!



KRAUSE ◯◯◯

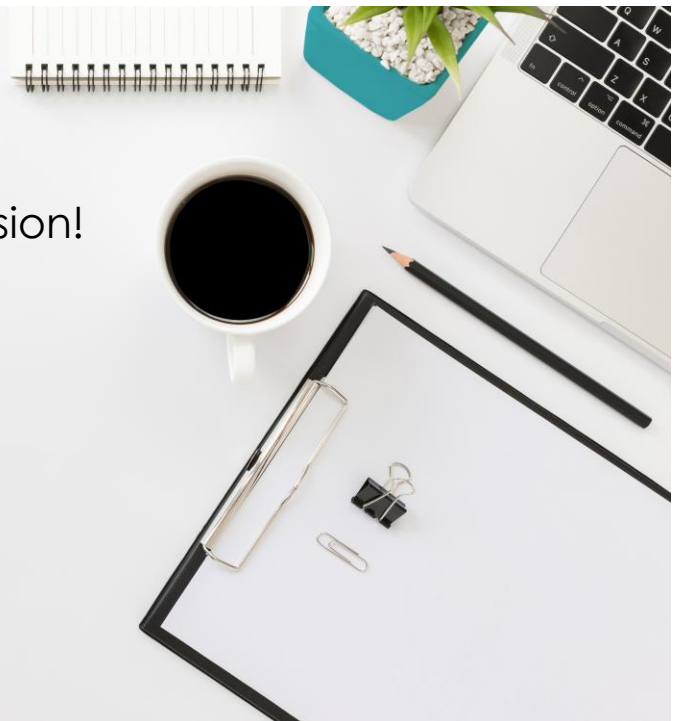


15

Thank you
for attending today's session!

(800) 255-1932
krauseagency.com

KRAUSE ◯◯▶



16