

Think about this: An agent recently asked me “My client smokes about 15-20 cigars a year just on special occasions, he wants insurance and I am worried about the premiums he has to end up paying because of the cigar usage. When do you think he could apply for non smoker rates?”

My response was “right now. Your client can qualify for non smoker rates even if he/she smokes 15-20 cigars with some companies”.

Some insurance companies, based on mortality trends offer non smoker rates to cigar users, not tobacco chewers because the health effects of using cigar is much less harmful than tobacco chewers and or cigarette smokers.

**Important points to note:**

1. The client has to disclose the cigar usage in the application submitted.
2. The number of cigars smoked is a key factor in considering it to be a celebratory usage. The number also affects the client getting non smoker rates.
3. The medical records, if ordered, should not show previous cigarette smoking history for client.
4. The urine sample should be negative for nicotine/tobacco.

Male, 45 years old needs \$250,000, 20 year term policy. Client qualifies for standard class.

**Non smoker rate: \$557.50 annual**

Smoker rate: \$1,343.50 annual

\*\*Premiums based on numbers from term life comparison software in Feb., 2006.

Based on face amount/s and or age groups, the non smoker rates are lower by about 40% compared to smoker rates. Considering these numbers, an agent could lose a client because of the client not being able to afford premiums. Sometimes, without knowing the above, the client might have to compromise for lesser coverage than intended or needed so that the premiums fit with client's budget.

**So, the next time you come across a client who smokes cigars, just check with your upline agency for an insurance company that will possibly qualify him/her as a non smoker!**

**GAIN** the freedom to  
**Sell The Best and Earn The Most!** Call us at **800-847-6426**