

# The Mortality Mortgage: Pricing Practices and Reform in the Life Insurance Industry

A. R. Barnes Jr.

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The life insurance industry is one of the last examples of unrestricted capitalism in this country. Despite some regulation by various government agencies, life insurance remains a largely uncontrolled financial giant. It is the life insurance plan, how it works, that shields this industry. *The Mortality Mortgage*, the source of the Barnes Standard is an explanation of life insurance pricing, and a call for full financial disclosure through regulation of the industry. It is intended for financial consultants, tax attorneys, CPA's, life insurance agents, and other groups who advise consumers on financial matters. Insurance buyers supply this industry with millions of dollars in premiums each year. Consumers deserve a truth in lending law and an appraisal process for this financial service.

Life insurance is not a product, it is financing. Four factors denote financial quality: price or principal, rate, term and closing costs. Consumers understand these financial elements for homes and bonds, but they do not equate the fundamentals of financial quality with life insurance. The life insurance industry, through marketing and advertising, has taught the public to focus on premiums, death benefits, and cash values; financial elements are ignored. *The Mortality Mortgage* compares and contrasts three financial models: the home mortgage, the bond or debt security, and life insurance. Additionally, it provides the formulas necessary for appraisal of a life insurance plan. With an appraisal, a comparison of insurance policies is possible. Once pricing is understood, consumers will demand full financial disclosure through regulation of the life insurance industry.



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