



FindYourPolicy.com Launches to Lessen Problem of Unclaimed Insurance Benefits

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Insurance companies take the rap when consumers see headlines like: "\$1 billion in life insurance benefits go unclaimed each year."

Insurance professionals know the difficulties involved in getting insurance payouts to beneficiaries who may not know where the policy is held or even that they're named beneficiaries, but consumers see only the headline.

FindYourPolicy.com is a new service that can enhance the credibility of insurers while underscoring their commitment to paying insurance claims.

With a mission of ensuring that members' financial legacies are passed on to their designated beneficiaries, FindYourPolicy.com connects consumers with their insurance companies and other financial institutions in a secure database. Regular reminders from FindYourPolicy.com can enhance perceptions of insurance companies' customer service, while increasing the likelihood that customers will maintain accurate policy information and even increase their policies over time as they are repeatedly reminded of their legacies.

FindYourPolicy.com provides regular, proactive outreach to members and their beneficiaries, reminding them to keep information about their assets and contact information up to date. The site never asks members for account numbers or amounts - only where accounts and policies are held. FindYourPolicy.com also secures member information with physical and digital safeguards similar to those employed by financial institutions to secure online banking transactions.

Members may log in at any time to update or review their registered information, while beneficiaries can search for registered information using a loved one's name, birth date, and the last four digits of their social security/insurance number. Then, when the time comes, information registered on FindYourPolicy.com will help beneficiaries locate the life insurance, safe deposit boxes, and other assets left to them by members.