



A Formal White Paper:

**EZ Issue Non-Med Term Life
Management Business Plan**

This document contains confidential and proprietary information
belonging exclusively to:

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This is a business plan and does not imply an offering of Securities of any kind.

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EXECUTIVE SUMMARY

MISSION

Kruger Brent Limited is an aggressive developer and distributor of niche market insurance programs. Kruger Brent Limited utilizes cutting-edge technology to improve productivity, reduce costs, and provide value-added services that improves satisfaction and persistency among our clients. For each program, we couple our expertise in the development and distribution with insurance company partners who provides the product, underwriting, and other insurance related services.

WHY NICHE MARKETS

Our niche market programs are designed to meet both new product and producer needs and to take advantage of the opportunities created by changes in today's marketplace, particularly:

Changes in distribution and delivery:

Since the mid-nineties (90s), employers have shifted both the cost and the way they deliver benefits to their employees, resulting in many employees either being without health insurance, critical illness, disability, life, or other coverage. This opportunity is in focused on non-medical EZ issue and critical event coverages.

Trend towards downsizing:

Many employers have cut costs by reducing the size of their work force. There is a tremendous amount of job insecurity, especially among mid- to large-sized firms. The opportunity is in providing these workers with peace of mind that if they experience job loss, they won't lose their savings or their homes.

The aging of America:

The fastest growing age segment is the over sixty-five (65) age group. With life spans often lasting twenty (20) and thirty (30) years beyond retirement, this segment needs specialized products to ensure a comfortable lifestyle. Our unique level “Term-to-100 product” issued to age 80 is an answer to that situation.

Changes in consumer buying habits:

Technology has already started changing the way business is conducted. Consumers bank online, use credit cards to pay for groceries, ATM machines for quick cash, and use computers and fax machines on a daily basis. This trend continues with faster paced technology driven products and processes. The opportunity lies in using technology to sell in a way that consumers are comfortable buying.

The insurance industry sales force:

Agents typically have insurance contracts with many companies, yet don’t produce enough recognized or significant volumes of business with any one company. Many Agents have also become “lead-cripples” and “order-takers” and often are not able to differentiate themselves from their competition. An opportunity exists to use cutting-edge technology to focus handpicked Agents in a specific niche market that gets them excited about selling, increases their productivity, and provide them leads.

The increasing cost of doing business:

Paper, postage, storage, and other costs continue to rise as Agent productivity decreases. Successful insurers must automate now and computerize their business to compete in today’s markets or they will not survive in the next five (5) years.

These trends have allowed Kruger Brent Limited to develop a unique opportunity to meet the needs of individuals through focused distribution of specialty niche market products. Thus, because we already have the systems and the know-how, companies who partner with us receive the benefits of automation, increased productivity, and reduced operating costs with minimal start up costs.

The “Paperless” Concept

The Kruger Brent Limited system can utilize Paperless Technology to improve productivity and reduce costs. Producers can use notebook computers or be live online that have all our presentations, illustrations, applications, forms, and other paperwork now. Once an application is taken it is simply transmitted electronically to the appropriate processing office.

Our paperless system also electronically updates all applications and forms, and allows all messages, rates, and other important information to be transmitted electronically - at a fraction of the cost of current methods - so that producers or customers direct will have immediate access and turnaround abilities. Thus, our insurance company partners will save thousands of dollars through reduced paper, postage, storage, and other costs associated with just mailing to their Agents.

There are additional functions to our system, such as using recruiting tools from fast downloads to attract and contract new Agents and e-mail to the Home Office to improve productivity. These features are described more fully in the text of this business plan. An interactive web site allows a download of software and needed forms to conduct business usually within minutes.

The Niche Market Mortgage Term Life Product Package

To capitalize on the concerns “If you lose your job, become sick have an accident become critically ill, or die ... how would you pay your mortgage?” Kruger Brent Limited offers an EZ issue insurance package consisting of job loss coverage, disability coverage*, critical illness coverage, term life coverage, all critical events in life.

PARTNERING REQUIREMENTS

An insurance company must meet the requirements set forth in Section two (2) of the Business Plan to be considered for partnering.

Summary

Kruger Brent Limited’s niche marketing programs allow our insurance company partners to increase revenue, attract new Agents, attain higher levels of persistency, and modernize, all while reducing their overall traditional operating costs. Compared to development costs on other projects, these programs are significantly less expensive and have greater risk/reward ratios.

* Currently in development

Business Plan for Mortgage Niche Market Products

ABOUT KRUGER BRENT LIMITED

Organizational Structure

An offshoot of The Briarwood Companies (1984), Kruger Brent Limited was formed to develop niche-marketing packages. Kruger Brent Limited has an internal management team as well as a Board of Advisors.

The internal management team consists of:

Michael K. Carroll	President
Kenneth R. Warne	Vice President
Robert J. Zweibel	Corporate Counsel

Other Program Participants

In recognizing its limitations outside of development and distribution, Kruger Brent Limited contracts with outside vendors to provide internal administration and commission accounting, on-line training and Help functions, and software development. These partners must be specialists in their field and have a proven long-term track record. They are chosen only after substantial due diligence and reference checking.

DISTRIBUTION CHANNELS

Quasi-captive Producer Network

Kruger Brent Limited has a quasi-captive Producer network, as shown below:

- Kruger Brent Limited
- National Sales Director (NSD)
- Divisional Sales Director (DSD)
- Regional Sales Director (RSD)

Managing General Agent (MGA)
General Agent (GA)
Personal Producing General Agent (PPGA)
Agent Producer

Positions above the GA level are limited in number, with each candidate evaluated on their past experience, performance, and industry relationships, their ability to recruit and retain other Producers, and their anticipated long-term commitment to our programs. These (management) levels must also meet performance requirements and satisfy training and support standards.

National Marketing Agreements

Depending upon the program, Kruger Brent Limited may contract with other insurance companies with one of our marketing organizations to market our niche market programs through their sales force.

Kruger Brent Limited deems its Producer network as its primary distribution channel, and will only enter into a marketing agreement if, in its opinion, it will not significantly detract from Producer-generated business. If accepted, these organizations will act similar in that they will be responsible for training, support, and other management and supervisory functions.

Non-Traditional Sources

Some programs may lend themselves to the use of non-traditional sales sources. For example, banks want us to place our Producers in their branch offices.

Private Label

For some products, private labeling may be the best way to garner sales by selling through National Associations, mortgage lenders, or unions.

Anticipated Sales by Distribution Channel

Eighty-five percent (85%) - Our quasi-captive Producer network
Eight percent (8%) - National marketing agreements
Two percent (2%) - Customer online direct web enabled policy issue
Four percent (5%) - Private label
One Percent (1%) - Miscellaneous

COMPENSATION

Kruger Brent Limited will work with its Partner insurance companies to determine proper and sufficient compensation, including commissions, renewals, bonuses, etc. at all levels for each niche market program. Additional compensation or reimbursement may also be negotiated to pay for the traditional insurance company functions and costs that we may assume and incur, such as paying commissions, policy distribution, etc.

Producer Level Compensation

Our future pooled compensation system will allow the Producer to receive one commission check, one commission report, and one number to call or email for questions. Producers also find it easier to qualify for production bonuses and conventions due to this system.

ABOUT OUR PAPERLESS TECHNOLOGY

Defining Paperless Technology

Our paperless technology system completely automates the recruiting, contracting, supplying, and supporting of all Producers. Producers become equipped with notebook computers or gain access direct online that contain everything necessary to perform their job: all applications and forms, illustration software, a modem for forwarding completed applications, e-mail for sending and receiving messages, a client database management system, and on-line Help and Reference tools.

The system allows immediate electronic updating of all applications, forms, software, rates, memos, and other information that currently costs much more to effectuate and takes several days to transmit and receive.

Benefits To Our Insurance Company Partners

Our system improves productivity and reduces costs. For example:

Rather than sending out twenty-five (25) applications and other forms to a new Agent (typically at a cost of about twenty-three dollars (\$23), this new Agent is sent his or her materials electronically at a fraction of the normal mailing costs for the insurance company. (Substantial savings! Twenty-three dollars (\$23) x eighteen-hundred (1800) producers = forty-one thousand four hundred dollars (\$41,400). JUST TO START!!!

If an application or a form changes, the insurance company can have the new forms and information in its Agent's hands instantaneously. No more hoping that the Agent gets the new application on time or doesn't send in the old form. Again, our system makes these changes immediately and at a substantially lower cost.

Underwriting and policy issue processing time can also be decreased with our system. For example, on a rated case, it may take two (2) weeks or more to complete the process of sending out a memo which the Agent has to fill out and return. With our system, it can happen immediately. The office simply e-mails the memo to the Agent who e-mails it back.

Our paperless system virtually eliminates all UPS, FedEx, and other postage costs. It also eliminates any delays for quick delivery by strike, inclement weather, etc.

Other significant uses of our system may include:

- A Recruiting System that includes program details and contracting forms comes as a part of our system. This can be copied by the sales force for distribution or downloaded directly from the Internet.
- The ability to attract current Agents to sell new products. For instance, the notebook of a Producer who is recruited to sell non-med simplified issue life insurance can also contain the recruiting disks for the other Kruger Brent, Ltd. niche market products.
- Agent level designations that allows information to be sent only to certain individuals. For example, a memo designated for GA's goes to GA's only. We contract out our database management information. One insurer is safe from another (or us). The proper fire walls security protocols are in place.
- On-line commission accounting. Rather than sending out bulky commission statements,

statements can be transmitted via our system to each Producer who can either print, save, or store the information at his or her cost, thus saving the insurance company significant postage massive piles of paper and man-hour costs.

Anticipated Savings

Savings will vary by insurer, but recent studies on reduced telephone time and office costs have shown in excess of forty-seven percent (47%) savings in phone costs, and a subsequent increase in productivity. Although not noted herein, anticipated savings will also occur from reduced personnel needs in the supply room and other areas. (three-hundred thousand (\$300,000) to six-hundred thousand (\$600,000) a year net savings.)

PARTNERING OPPORTUNITIES

Partnering Requirements

To be considered for partnering, an insurance company must:

1. Have high integrity and have a service-oriented track record.
2. Be reasonably rated, as defined by A.M. Best, S&P or other recognized raters.
3. Have a need for new for increased premium and new product introduction.
4. Agree to budget and utilize IN THE NEAR FUTURE a Paperless Technology system for all applications, forms, updates, etc. as a partner requirement to be web enabled.
5. Develop and commit to a joint marketing plan budget with Kruger Brent Limited International.
6. Assist in the development costs for making product paperless. Although these costs may vary by program, a cost estimate by product is included in the Product Profile section of the Business Plan:
 - Recruiting - A website that shows why an Agent should sell this product. Includes a sample of the Presentation software, a compensation calculator, the paperless technology process, and all contracting forms.
 - Product presentation software - Compelling reasons why consumers should buy this program. An interactive presentation that shows why the prospect needs this product.
 - Illustration software/Training - We would integrate their existing illustration software into our program. Additionally, all training materials and product guidelines would be put into an on-line Help and Reference tool for easy access.
 - On-line applications and forms - Easier for Agents, much cheaper for insurance company. All forms and applications must be integrated or created to fit the system.
 - E-mail, updates, etc. - A per year cost for managing and servicing information. This fee guarantees a minimum number of messages/changes/updates per year. Any changes over this minimum number is billed separately.
7. Commit philosophically and financially to a thirty-six (36) month effective rollout of the joint venture on the carrier's part.

What Partner Companies Receive:

1. Increased revenues from niche market products. Increased "ROE and ROI" faster.
2. A new, highly productive and motivated sales force that will have access to their current products electronically – twenty-five (25) hours a day, eight (8) days a week. 366 days a year!
3. Market conduct, education, and compliance built into the system.
4. Substantially reduced marketing, distribution, and business acquisition costs.
5. Lower paper, postage, printing, supply, and storage costs.
6. Instantaneous updating of all rates, applications, forms, and other important information.

7. Lower telephone costs and time on the phone for everyone, which leads to higher productivity.
8. Increased prestige in the marketplace.
9. Most importantly, Agents prosper by having new and exciting products to sell to make their jobs easier! No more incorrect or wrong forms, forgotten or misplaced apps, or underinformed Agents. Everything they need will be within easy access.

Product Profile: EZ Issue Mortgage Life

Program Description

A complete simplified issue niche mortgage insurance package that addresses the homeowner's fears from life's uncertainties. EZ Issue Mortgage Term Life, Return of Premium (ROP), Co-Mortgager Term Life (CMT), Child Rider (CR), Waiver of Premium (WP), Accidental Death (AD), Terminal Illness Endorsement (TI), and Job Loss Coverage* (JL), all collected through Electronic Fund Transfer (EFT). (The Disability Income and Critical Illness Income are being worked on.)

How Coverage, Benefits, Riders and Features Work

Lose your job: Job Loss coverage provides coverage for the 1st year of the plan up to four (4) monthly mortgage payments not to exceed \$1,500 per month. This benefit can be paid directly to you or to the mortgage lender. PITI not to exceed one-thousand-five-hundred dollars (\$1,500) a month.

Become sick due to a disability (a future rider):

Mortgage Disability Sickness benefit pays the monthly mortgage obligation (PITI) up to two-thousand dollars (\$2,000) a month after a 180 day elimination period for 30 years**.

Have an accident due to a disability (a future rider):

Mortgage Disability Accident benefit pays the monthly mortgage obligation up to two-thousand dollars (\$2,000) a month after satisfying a one-hundred and eighty (180) elimination period for a benefit period not to exceed three-hundred and sixty (360) months.

Death:

An individual or joint first-to-die feature is paid tax-free to beneficiaries to pay off remaining mortgage debt balance.

Benefit Level Maximums

Job Loss Feature: One-thousand-five-hundred dollars (\$1,500) per month.

Accident/Disability: Two-thousand dollars (\$2,000) per month.

Sickness/Disability: Two-thousand dollars (\$2,000) per month.

Death: The Death benefit is limited to the lesser of one-hundred and twenty-five (125%) percent of the mortgage balance due, or four-hundred thousand (\$400,000).

*The Job Loss Coverage is at no cost to the policy holder.

** Pending in most States.

Target Market

Homeowners age thirty (30) to fifty-five (55). Actual coverage ages are eighteen (18) to sixty (60). Has mortgage between twenty-five thousand dollars (\$25,000) and five-hundred thousand dollars

(\$500,000) (average mortgage is one hundred thirty five thousand dollars (\$135,000)).

Underwriting

Simplified issue to table four (4) as standard, up to forty-eight (48) months in residence, new loans, or a refinance. Streamlined application, faxed to a (800) number, no snail-mail, issue time one to seven (1-7) business days, and proof of mortgage required.

Logos, Trademarks

“If you lose your job, become sick, have an accident or die, how would you pay your mortgage?”

“Insuring You From Life’s Uncertainties”

“Smart Products for Smart People”

“Live too long, die too soon, have an accident or illness, lose your job, become terminally ill, critical ill, or diagnosed with a life threatening non-terminal event . . . your mortgage payment can now be paid.”

Anticipated Distribution Channels

Producer sales force.

National agreements.

Non-traditionally through local banks, mortgage lenders, title attorneys, real estate agents.

Private labeled through national Associations, unions, and mortgage lenders.

Web enabled customer direct from their computers at home.

Sales Projections

Year 1: Three to Five million dollars (\$3,000,000-\$5,000,000)

Year 2: Four to Eight million dollars (\$4,000,000-\$8,000,000)

Year 3: Five to Eleven million dollars (\$5,000,000-\$11,000,000)

Year 4: Six to Fifteen million dollars (\$6,000,000-\$15,000,000)

Sales projections are based on the following assumptions:

1. A one hundred twenty (120) day start-up period is anticipated before production begins.
2. Producer attrition rate (resignations + termination) is twelve percent (12%) per year on the average. (Depending on first (1st) year persistency formula, agent drop offs, terminations, etc.)
3. Year one (1): Each NSD has five (5) DSD’s, who have twenty (20) MGA’s, who have eight (8) GA’s each. Year two (2): Each NSD has twelve (12) DSD’s, who have twenty (20) MGA’s, who have eight (8) GA’s each.

Why Homeowners Will Buy

1. Peace of mind that they, their loved ones, and their home are COMPLETELY PROTECTED.
2. Unique and difficult to obtain job loss coverage.
3. This program is easy to use. Once signed up, is collected and paid for automatically through EFT.

Marketing Overview

Anticipated Revenues by Distribution Channels

Eighty-five percent (85%) - Our quasi-captive Producer network

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Responses from Producers and marketing groups as well as inquiries from prospective producers who have heard of this package by word of mouth indicates that there is considerable demand for our package!

The primary distribution system is our Producer network! Our National Sales Directors are the catalysts to this network. The NSD is responsible for recruiting, training, support, and sales. On a local basis, RSD's and MGA's are also our contacts for business through mortgage brokers, real estate salespersons and others who operate in the home marketplace.

Secondary distribution channels include National marketing agreements and private labeling. Marketing organizations that have professional life producers in focused niche markets will be considered for contracting. Private label programs marketed to members of national unions and Associations are anticipated to contribute to production as well.

Marketing Methods

Several things happen: Kruger Brent Limited presents through its Producer network by mostly a paperless process:

Face-to-face direct sales • Lead-in trifold brochures • Direct mail • Word of mouth • Seminars • Current clientele • Internet (www.krugerbrent.org) • Webcasts

This will enable Kruger Brent Limited to change or alter its original sales materials to reflect input generated from Producers and homeowners purchasing the program.

Competitive Advantages

Although a homeowner sometimes can separately purchase a fully underwritten life and disability insurance policy or accelerate their mortgage, there is no program available that does it all in one package! It is the bundling or combining of all benefits into one package that is the single most powerful feature.

The structuring of the benefits, administrative systems, collection and disbursement functions, are particularly hard to duplicate. The system took years to build. Lastly, our Producers can do more effectively what they do best - SELL - thus maximizing their skills and giving themselves an advantage of results in a short period of time over their competitors.

Based upon our past experience, we anticipate at least a two-year head start on any competitors product, administration, or development, and at least three years on the technology side.

Kruger Brent Limited plans to effectively differentiate itself from any competition that does appear by:

- Constantly upgrading our systems, especially the computer presentation portions. Providing new and unique additions, such as a critical diagnosis mortgage monthly PITI rider.
- Utilizing customer satisfaction programs and offering valuable upgrades to our clientele. i.e. frequent flyer miles to "onetime" premium payers quarterly. UNIQUE!

Risks

The business risks that face Kruger Brent Limited as it enters this market are:

- LACK OF PHILOSOPHICAL AND FINANCIAL COMMITMENT BY THE INSURANCE CARRIER.
- The development of a comparable package by a competitor in the near future. (31 in the market now)
- A significant slowdown in home purchases.
- Poor agent response.

No new or proposed laws that may impact the program are known at this time.

Please note that each Producer agrees to be licensed in, and abide by, any laws or regulations of the state they write business in.

For further details, please contact Michael K. Carroll, President at:

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