



LIFE
SETTLEMENTS

POLICY
VALUATIONS



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“do what is right
and you will be
blessed”



Jamie L. Mendelsohn

Executive Vice President

Jamie L. Mendelsohn is a thought leader in the secondary market for life insurance and partners with the nations’ leading wealth management firms, attorneys, CPAs, trust officers, and financial professionals. Jamie is

instrumental in the development of an innovative market-based policy valuation of fair market value, the Ashar Secondary Market Valuation (SMV®).

For more than a decade, Jamie has earned the reputation as a determined client advocate in the life settlement market. Jamie is the go-to independent resource for advanced planners and fiduciaries nationwide who integrate the SMV® into their holistic planning process and select her to negotiate for their client if the decision is made to sell the policy. She has spoken at numerous financial services conferences and provides continuing education for both financial and insurance professionals nationwide.

Jamie earned her bachelor’s and master’s degrees from the University of Florida, where she was a member of the Alpha Delta Pi sorority. She is proud to be a member of Women in Insurance and Financial Services and dedicates much of her time and energy to the local and national Crohn’s and Colitis Foundation, where she serves as the President of the Central FL/North FL Chapter. She serves the community by speaking at education events, and mentoring patients and their families. Jamie resides in Orlando, FL. She enjoys reading, traveling, and spending time with her family and friends.

