



UNDERSTAND THE IMPORTANCE OF
LIFE INSURANCE.
 PREPARE TODAY.
 MAKE SMART DECISIONS.
 PROTECT YOUR FAMILY FOR THE
 FUTURE.



MOST OF US NEED LIFE INSURANCE



Life is full of opportunity, important choices and obligation.

Your wedding vows affirm your commitment to one another and set a path for your future together. With a mortgage and other accumulated debt, your financial responsibilities require special attention. There's child care and college tuition to plan for, as well as retirement.

Prepare today for tomorrow's uncertainties. Life is not always as certain as your responsibilities. There's a lot to carefully consider. With growing responsibilities come timely and critical decisions. Securing life insurance for your family is an important way to be prepared.

Life insurance is available to you, for your family. Buying the right amount of life insurance coverage is one of the most responsible actions you can take as a breadwinner in your household. Ensure you have financial protection for your family with affordable rates available with term life.

Be rewarded with peace of mind. Protect your family. You know that your loved ones will be cared for financially in the event of your untimely death. Life insurance can:

- Replace lost income
- Cover outstanding household or business debts
- Support ongoing and future living expenses, including child care expenses and college tuition
- Serve as a retirement fund for spouse
- Pay off medical bills, funeral costs, taxes and more.



QUICK FACT

Life insurance surpasses all other sources of financial assets or income that Americans expect to use to help pay bills and to maintain their lifestyle if a primary wage earner dies.

LIMRA International, Life Insurance Ownership Study, 2006

BUY TERM

INVEST THE REST

Consider term life insurance. There are various options to consider based upon your personal needs and future financial goals. When looking for life insurance, compare the benefits of term life and permanent (whole or universal) life insurance.

Protect yourself when you need it most. If you are married with kids, have a mortgage and other accrued debt, you can protect your family's financial well-being for the next 10, 15, 20, even 30 years with term life insurance.

Set aside your savings and invest wisely. Using term life coverage as pure risk protection can offer you more flexibility for investments and real-world financial commitments today. Enjoy the freedom to invest what you would normally pay in permanent life premiums into other investment programs or towards everyday expenses, like your mortgage, child care or college tuition.

Term life is your best option if...

- You want maximum coverage with a low monthly payment.
- You prefer coverage for a certain period of time – 10, 15, 20 or 30 years.
- You have an investment strategy that may be more advantageous than the long-term value of a permanent life product.*

**Always consult a financial advisor to ensure your investment strategies are right for you and your financial planning goals.*



Calculate your life insurance needs.

Current and future
financial obligations

Spouse's earnings,
savings, investments
and life insurance
you already own

**LIFE INSURANCE
NEEDED**



DETERMINE YOUR LIFE INSURANCE NEEDS

Run the numbers.

Use this worksheet as a tool to help you outline your expenses and assets. This worksheet can help you calculate a rough estimate of the life insurance coverage you'd need if the primary breadwinner of the household died today.

INCOME

1. **Total annual income your family would need if you died today** \$ _____
What your family needs, before taxes to maintain its current standard of living
(Typically between 60%-75% of total income)
2. **Annual income your family would receive from other sources** \$ _____
Spouse's earnings(Social Security may be available)
3. **Income to be replaced—Subtract line 2 from line 1** \$ _____
4. **Capital needed for income—Multiply line 3 by appropriate factor in Table A** \$ _____

EXPENSES

5. **Funeral and other final expenses** \$ _____
Typically the greater of \$15,000 or 4% of your estate
6. **Mortgage and other outstanding debts** \$ _____
Include mortgage balance, credit card debt, car loans, etc.
7. **College costs for each child, in today's dollars** \$ _____
2004-2005 average 4-year costs; Private \$118,602; Public \$48,38¹
8. **Capital needed for college—Multiply line 7 by the appropriate factor in Table B** \$ _____
9. **Total capital required—Add lines 4,5,6 and 8** \$ _____

ASSETS

10. **Savings and investments** \$ _____
Bank accounts, money market accounts, CDs, stocks, bonds, mutual funds, etc.
11. **Retirement savings** \$ _____
IRAs, 401(k)s, Keoghs, pension and profit sharing plans
12. **Present amount of life insurance** \$ _____
Include group insurance as well as insurance purchased on your own
13. **Total income producing assets—Add lines 10, 11 and 12** \$ _____
14. **Life insurance needed—Subtract line 13 from line 9** \$ _____

TABLE A

Years income needed	Factor
10	8.8
15	12.4
20	15.4
25	18.1
30	20.4
35	22.4
40	24.1

TABLE B

Years before college	Factor
5	.85
10	.74
15	.64
20	.56

Important Note:

This worksheet should not be considered a substitute for a comprehensive financial plan. Use this as a guide to help you conduct your research more clearly.

THE EASY WAY

TO BUY LIFE INSURANCE

Click or call. Many direct life insurance agencies provide competitive quotes from multiple carriers allowing you to compare rates and save. Simply provide the requested information online or by phone with a licensed agent and a personalized quote will be created for you. The process is simple and convenient. Make the smart choice and get affordable protection today.

TIPS TO GETTING STARTED

- **Evaluate your financial needs.**
Take stock and assess your family's current living expenses and future financial needs.
- **Determine your overall health.**
Be ready to provide your health history basics, like height, weight, age, and tobacco use in order to receive an accurate quote for life insurance.
- **Find a good agency.**
Go online or call an agency you've received information from in the mail. Talk with a licensed agent so that you are informed and comfortable with the process.
- **Follow through the life insurance buying process.**
Your life insurance agent will shepherd you through the process. Many of the steps require your timely response and follow through. Be sure to get the medical exam completed. Sign and return the documents your agent provides you. Follow the lead that your agent sets out for you.



QUICK FACT

Today, 1 in 3 insured adults have only group life insurance obtained at work. Adults with only group coverage carry the lowest amounts of life insurance.

LIMRA International, Life Insurance Ownership Study, 2006

PROTECT

DIRECT IS BEST

TOP REASONS TO BUY LIFE INSURANCE

DIRECT. . .

STEPS TO BUYING DIRECT

1. Go online or call a direct seller of life insurance.
2. Talk to a licensed agent.*
3. Select the best policy for you.
4. Take action and follow through with the process.

**You may be asked to answer a few general questions. Answer them correctly to get a more accurate quote.*

Value. Many direct life insurance agencies offer a variety of valuable resources and represent many insurance companies so that you can compare carriers, products and monthly premiums to suit your needs and preferences for term life insurance.

Convenience. The day-to-day grind can be hectic, but now with the conveniences of contacting a direct seller of life insurance by phone or online, a licensed agent can help answer your questions and match you with the best policy.

Service. When you buy Term Life direct, you benefit from working with an agency that has centralized resources—one place to call, one company to guide you and advanced technology to help you move through the process seamlessly. Direct sellers aim to make the process easy for you, taking extra care to streamline the steps and information needed to apply, obtain a medical exam, and underwrite a policy for you.

Quality. Since direct sellers represent many highly-rated insurance carriers, you get the benefit of comparing competitive quotes from leading insurance companies. Your term life policy comes from the insurance company directly. Selecting a highly-rated company assures you of dependable service and accountability for years to come.

FUTURE



FIVE FACTS YOU SHOULD KNOW ABOUT LIFE INSURANCE

Life insurance protects your family's financial future. Make sure you have the right amount of coverage to support and protect your family's financial responsibilities.

Many families are underinsured. Group life policies generally provide a fraction of the coverage you may actually need for income replacement and covering ongoing living expenses, including child care, tuition, medical expenses, the mortgage and more. If you have life insurance through your employer, you may be underinsured.

Term life insurance is affordable. You'll find that term life insurance offers reasonable rates often with policies that have a larger face value than what most young families could otherwise afford. Paying a low monthly premium today is your family's financial safety net and safeguard in the event of your untimely death.

Life insurance rates increase as you age. If you are in good health now, you have a better chance of getting a lower initial premium. Term life is the most cost-effective basic protection you can acquire early on and maintain over the next 10, 15, 20, even 30 years.

Life insurance is simple and convenient to buy. Buying direct has made buying term life insurance quick and easy. You can shop for the policy that is right for you and buy direct from the comfort of your own home, on your own time. Customer support and access to a licensed agent by phone or on the Web should always be available to you.

NEEDS



GET STARTED TODAY FOR PEACE OF MIND TOMORROW

Take stock in what you have today—your home sweet home, your college-bound spelling bee champ, and the dreams you and your spouse share for retirement. Enjoying life's special moments should be pure and worry-free. Determine the amount of life insurance you need to *protect what you cherish most*, your family and the future you envision for them.

Get the right amount of coverage. Make sure what you have today and the dreams you share with your loved ones is protected and attainable in the future. Evaluate your financial obligations and consider what you want covered without disruption in the event of your untimely death. Do your research. Speak with a licensed agent online or by phone to *make an informed decision*.

Lock in your rates today. Time seems to pass in a blink of an eye. Take advantage of low rates the younger you are. Life insurance rates increase with age and by health class.

Don't delay. Go online or make the call to your preferred life insurance provider. Find out how simple and cost-effective life insurance is today.

Feel satisfied knowing your family is cared for in the future. There's no sense waiting another day. Start the process and find the policy that is right for you. It's convenient and there are many options to choose from to match your needs. There's no better time than the present to take the next step. *Enjoy peace of mind* that comes with life insurance protection.

PLAN
FOR THE
FUTURE



Member of

