

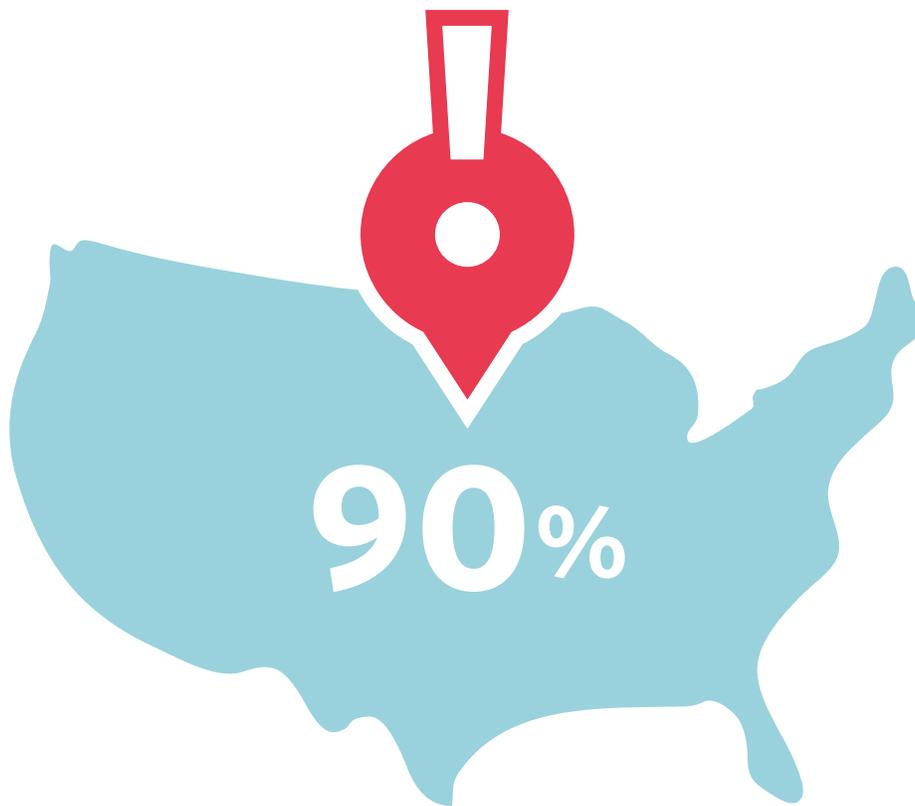
Life Insurance

Protect Your Family



A Transamerica Company

Almost every American (90 percent) believes a family's primary wage earner needs to own life insurance.¹



Over a third (35 percent) of all households would feel an adverse financial impact **within one month** if a primary wage earner died.¹

¹ "2018 Insurance Barometer," James T. Scanlon, Karen R. Terry, Maggie Leyes, Life Happens and LIMRA, April 9, 2018.

In January 2018, LIMRA and Life Happens engaged an online panel to survey adult consumers who are financial decision makers in their households. Responses were received from 2,082 individuals. The data were weighted by age, gender, education, race, region, and income to be representative of the general population. A propensity score adjustment was added to correct for biases inherent in internet panels.

What type of protection does life insurance provide?

The top reasons people say they purchase life insurance¹ is to:



Help replace the income of a wage earner



Cover burial costs and other final expenses



Transfer wealth or leave an inheritance



Help pay off a mortgage



Pay for home expenses



Pay for estate taxes or create estate liquidity



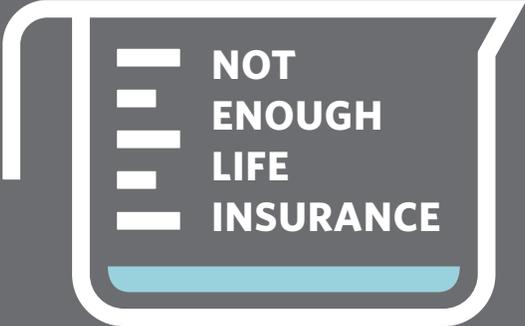
Provide funds for a college education

¹ "2018 Insurance Barometer," James T. Scanlon, Karen R. Terry, Maggie Leyes, Life Happens and LIMRA, April 9, 2018.

Most adults, three in five (59 percent), already have some form of life insurance coverage (individual and/or group).²



Among those with life insurance, about 1 in 5 say they do not have enough.²



² "2018 Insurance Barometer," James T. Scanlon, Karen R. Terry, Maggie Leyes, Life Happens and LIMRA, April 9, 2018.

Two in five millennials say they wish their spouse/partner would buy more life insurance.²



So what's holding everyone back?



The most common reasons people do not buy-or do not buy more-life insurance² are:

1.

63% think it's too expensive

2.

61% have other financial priorities

² "2018 Insurance Barometer," James T. Scanlon, Karen R. Terry, Maggie Leyes, Life Happens and LIMRA, April 9, 2018.

Are they right? **Is life insurance expensive?**

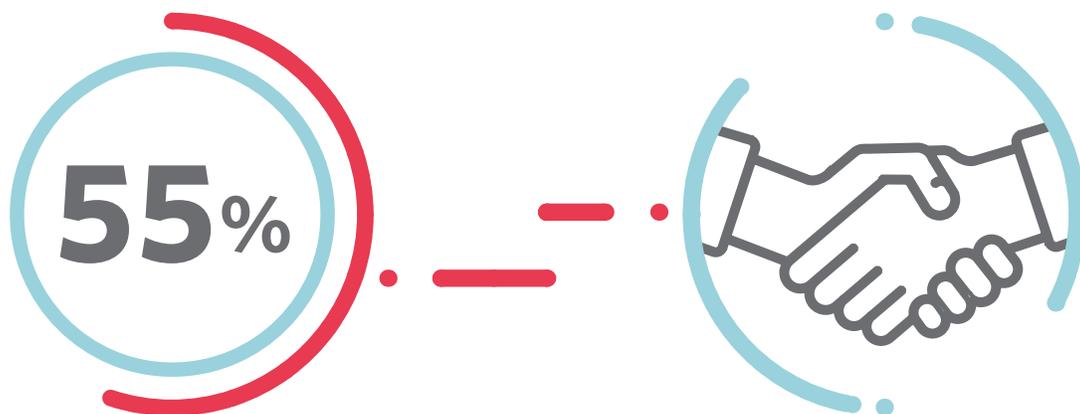
Although many consumers think so, studies show that they overestimate the cost of life insurance, especially younger generations. For example, 44 percent of millennials estimate the cost at more than five times the actual amount.³

How do people prefer to **shop for life insurance?**

Millennials prefer to buy life insurance in person, over half (55 percent) would research life insurance online, but purchase from a financial professional. They also need life insurance information and education, as they are the most likely to be uncertain about product types, coverage amounts and qualifying for coverage.³

Approximately half of all adult consumers visited a life insurance company website and/or sought life insurance information online.³

A life licensed insurance agent with World Financial Group Insurance Agency, Inc. or its subsidiaries (WFG) is ready to provide the help and information needed as you consider your life insurance options.



³ "2018 Insurance Barometer," James T. Scanlon, Karen R. Terry, Maggie Leyes, Life Happens and LIMRA, April 9, 2018.

Are insurance needs different for **Millennials, Boomers and Generation X?**

Insurers categorize insurance needs based on an adult's six life stages.⁴



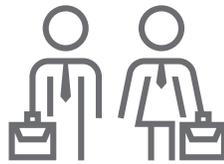
Single



Newly Married



Proud Parents



Working Years



Empty Nesters



Retired

⁴ "Life Insurance at Different Life Stages: Life insurance needs change over a lifetime,"
" <https://www.voya.com/articles/life-insurance-different-life-stages>, Voya Financial, April 2018.

How does life insurance help at **each of these stages?**^{5,6}



Single

Single adults may consider purchasing life insurance if they have loans, a mortgage or a debt with a co-signer who would be responsible to complete the payments should they pass away. Single adults also may wish to avoid leaving end-of-life expenses to their loved ones.



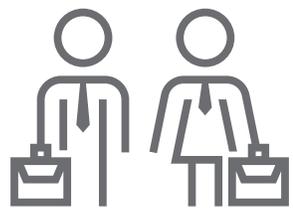
Newly Married

This is a time when consumers should identify the amount of coverage they need to replace future lost income and cover any large debts that would put a burden on their partner.



Proud Parents

Life insurance often becomes a part of preparing for a newborn's future. From diapers to diplomas, parents are likely paying for it all. In case of a loss of one parent, insurance provides protection for the long-term expense of raising the child, which can include paying for the child's education.



Working Years

During your career, your income may increase and you can take on new expenses such as a family, a bigger home, etc. Life insurance can provide money to help protect all that you've achieved in life.



Empty Nesters

At this stage you may not need as much life insurance because your children are out of your home and you have paid down your mortgage. However, you may consider it as part of an estate plan with your financial provider.



Retired

Preparing for your financial future does not end with retirement. Maybe you want to travel, buy a new home or simply relax in your backyard. Whatever you enjoy doing, you can do it with the comfort of knowing a life insurance policy's death benefit provides a layer of protection for your spouse, children and/or your favorite charity.

⁵ "Life Insurance at Different Life Stages: Life insurance needs change over a lifetime," <https://www.voya.com/articles/life-insurance-different-life-stages>, Voya Financial, April 2018.

⁶ "Why Protection Should Take Center Stage as Life Goes On," <https://www.prudential.com/personal/life-insurance/why-life-insurance/financial-life-stages>, Prudential Financial, April 2018.

So how do I decide what **type and how much insurance I need?**

Even for people at the same stage in life, there's no one-size-fits-all for life insurance. Every person's needs and budget are different, and the coverage you require will more than likely change as your circumstances change.

Here are some things to think about as you consider purchasing life insurance:



Age



Your health



Number of Dependents



Current income



**Amount of debt
you have**



Long term goals



**Amount of income
needed in the future**



**Funeral costs and
emergency funds**



**Term or permanent
life insurance**



**Amount of coverage
needed**



**The price of
insurance coverage**



**If additional riders
may be beneficial**

What do you mean **Term** or **Perm**?

TERM



Term Life Insurance

Term life insurance policies provide coverage for a set time, or term, and builds no cash value.

Term policies are less expensive than permanent life insurance policies with the same face value.



PERM



Permanent Life Insurance

Permanent life insurance policies remain in effect until the policy holder's death, or if the policy is surrendered or lapses, provided premium payments are made.

Most permanent life insurance policies also add some type of savings component that may build cash value over time.

What other features should I consider?

	Term Life	Whole Life	Universal Life
Death Benefit			
Economical		—	—
Access to Cash Value	—		
Guaranteed Minimum Interest	—		
Market Participation	—	—	—
Tax Advantages			
Flexible Premium Payments	—	—	

How can my **WFGIA** agent help?

Your life insurance licensed agent can start with a Financial Needs Analysis (FNA)⁷ to help you identify your current financial situation. They will listen to your needs and goals, and use this information to help determine what type of policy may be right for you.

These are the areas that the FNA looks at:



Cash Flow

- Earn additional income
- Manage expenses



Proper Protection

- Protect against loss of income
- Protect family assets



Debt Management

- Consolidate debt
- Strive to eliminate debt



Build Wealth

- Strive to outpace inflation and reduce taxes



Emergency Fund

- Save at least 3-6 months' income
- Prepare for unexpected expenses



Preserve Wealth

- Reduce taxation
- Build a family legacy

When purchasing a product, there are certain risks, fees and charges, and limitations that one must take into consideration.

Your Next Step

Now that you understand more about life insurance, it's time to meet with your WFG agent. Working together, you can craft a strategy to help make your family's future more secure.

⁷ The WFG Financial Needs Analysis is based on the accuracy and completeness of the data provided by the client. The analysis uses sources that are believed to be reliable and accurate, although they are not guaranteed. Discuss any legal, tax or financial matter with the appropriate professional. Neither the information presented nor any opinion expressed constitutes a solicitation for the purchase or sale of any specific product or financial service.

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