

# Short-duration Protection with Premium Flexibility



Many clients choose term life insurance because it's an affordable, simple way to meet protection needs. Did you know Protective Custom Choice UL also meets this need, but with even more flexibility to tailor a payment schedule to meet unique needs? See how this works for Joe, a 45-year-old business executive who wants to ensure life insurance coverage for his family until his daughters are finished with college.

Working with his life insurance professional, he purchases a \$500,000 Protective Custom Choice UL policy with a 10-year initial level death benefit period. The flexibility of this solution allows Joe to set up a payment plan where he can pay less the first five policy years when his cash flow is lower, because he's still paying college tuition for his daughters.

Beginning in year 11, Joe's annual premium adjusts downward again and remains level, while his death benefit amount begins to decrease, as his insurance need decreases.

POLICY YEAR	DEATH BENEFIT	ANNUAL PREMIUM
1 – 5	\$500,000	\$350.96
6 – 10	\$500,000	\$525.53
11	\$278,252	\$422.86
15	\$180,732	\$422.86
20	\$103,698	\$422.86
25	\$ 58,679	\$422.86
30	\$ 32,208	\$422.86
40	\$ 10,294	\$422.86
41	\$10,000	\$459.65

Effective as of January 2016. Assumes male age 45, Preferred Non-Tobacco.

\* This option is available at the end of the initial level benefit period, or anytime in the first 20 policy years up to age 70.

Joe pays a higher annual premium in years 6-10, an easier undertaking for him now that college tuition is behind him. If Joe decided he needed to maintain his \$500,000 in coverage for more than 10 years, he could choose to exchange the policy to a new permanent policy.\*

Once Joe's death benefit has reached \$10,000, it will no longer reduce. However, the annual premium to maintain the policy begins to increase.



Additional Information on Reverse Side.

## Change your approach, and sell what matters!

Contact your **BGA** or the **Protective Life Sales Desk** to find out more about Protective Custom Choice UL, an affordable, competitive life insurance solution for short- or long-term needs.



877.778.3500, option 1



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This case study is hypothetical and for illustrative purposes only. Each individual situation will be different based on the age, sex and health status of the insured. Different planned premium frequencies will require different total annual premium amounts. More frequent planned premiums will typically require higher premium payments to be made. For current information on Protective Life Insurance Company's products, please use our ELI software or contact our sales desk for an illustration.

Protective Custom Choice UL (UL-22) is a universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.

All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.



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No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured