

MARKETING 25-YEAR TERM TO YOUR CLIENTS.

100 million Americans are without life insurance protection. Here are some case studies to help close the coverage gap.

ISSUE AGE DILEMMA.

Molly just celebrated her 56th birthday and has been shopping for 30-year term life insurance. Unfortunately, her age precludes her from purchasing a policy for that duration due to issue age restrictions. Molly is still young enough to purchase a 25-year term life product that gives her similar coverage for a more affordable price. The longer she waits to purchase a policy, the more expensive her premiums may become. Molly also faces a possible decline in health as she ages, which could make her uninsurable.

CHILD'S EDUCATION.

Ben and Lauren are in their early 30s with two young children, both under the age of three. They want to purchase life insurance to protect future education expenses. A 20-year term life insurance policy wouldn't be sufficient coverage and a 30-year policy would extend past the children's college graduation. A 25-year term product would match their timeline and help assure that the children's education costs will be covered.

MORTGAGE.

A newly married couple took out a 30-year mortgage on their first home five years ago. At the time they did not think about the importance of insurance coverage to protect their investment. They could purchase a 25-year term life insurance policy to cover the remaining cost of their mortgage and as the mortgage balance decreases, the face amount can cover other family expenses.

FLEXIBILITY AND AFFORDABILITY.

Michael is a 40-year-old junior executive who wants a term life insurance policy to last until retirement at age 65. A 25-year term product would fit his needs and offer savings when compared to a longer 30-year duration term solution.

Male, Age 40, Annual Premium for \$500,000 Death Benefit			
OPTerm 30 PPNT	\$650	Saves \$106.01 annually	
OPTerm 25 PPNT	\$543.99		
OPTerm 30 PNT	\$772.30	Saves \$145.43 annually	
OPTerm 25 PNT	\$626.87		

RETIREMENT.

Eugene is a 60-year-old who qualifies for a 25-year term policy, which would provide a coverage amount greater than a typical final expense product to help cover funeral costs, estate taxes, etc. With an Accelerated Death Benefit rider, Eugene could use a percentage of the death benefit if he meets certain terminal illness requirements.

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