

# 5 Reasons You Need Life Insurance

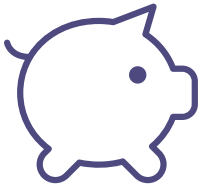
## 1 // YOUR FAMILY NEEDS YOU

In addition to the shock of losing a loved one, you don't want to burden them with a serious financial deficit. If you're the breadwinner, how would your spouse survive without your income? If you're the main caretaker, how would your spouse account for an income plus being able to manage the household without you being there? Life insurance leaves your family with financial security.



## 2 // LIFE INSURANCE ISN'T ALWAYS EXPENSIVE

In many situations, the right choice for life insurance is a simple Term Policy. Typically the cheapest option, this policy guarantees that your rate is locked for a set term. For people looking for income replacement over a set term, this can be cheaper than a group policy purchased through a professional group. For new parents or homeowners, this policy through a well-rated carrier is a great option.



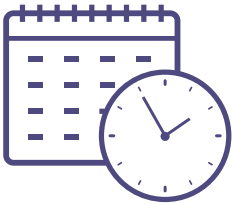
## 3 // CREATE A GUARANTEED ESTATE

For clients that have children or dependents with special needs, they'll need a Guaranteed Estate. Whole Life and Guaranteed Universal life insurance can be great policies to make sure financing is there on day one, or years in the future. These policies can be paired with estate planning to make sure that trusted advisors are in charge of investing and distributing your assets within a special needs trust.



## 4 // YOU'RE INSURABLE NOW, WHAT ABOUT NEXT YEAR?

Your health affects the price of the policy. If you buy the policy when you're healthy, your chances of getting a better rate go up. If you wait until after your health starts to decline, that may spark questions during underwriting, causing an increased rate, or worse, making it impossible to buy ANY life insurance. If you lock in a competitive rate when you're healthy and insurable, you lower the risk of insurability issues down the road.



## 5 // LIFE INSURANCE CAN PROTECT YOUR BUSINESS

Imagine this: You're a partner of a law firm and another partner passes away. Their spouse now owns a portion of your firm, whether or not they're a lawyer. Life insurance can be used to create a buy/sell agreement that automatically forces the spouse to sell to the remaining partners. Partners benefit because they don't have to pay a large sum of cash for increased partnership equity and the spouse benefits because they'll receive the death benefits from the sale.

