

In this kit:

Social media kits | Sales ideas | Producer guides | Client flyers | Needs worksheet





Give More Than Love



Social Media Posts & Sharable Graphics

Text for Posts

Post this text with any of the images linked on the following 2 pages.

What's more romantic than protecting the ones you love? Get started on securing their financial future by contacting me for a free quote today.

Life is unpredictable, but life insurance helps protect the ones you love from the unexpected. Don't wait, contact me today!

Life may be unpredictable, but don't let it get in the way of giving your loved ones a secure financial future. Contact me today for a free life insurance quote.

Life insurance is the gift that keeps on giving – less stress about the future, and more financial security to handle the unexpected. Contact me for a free quote today.

Aim high this Valentine's Day, and give your loved ones the gift of a secure financial future. Contact me for a free life insurance quote today.

Be their knight in shining armor and protect them from financial instability. Contact me today for a free life insurance quote to ensure your loved ones have the resources to handle the unexpected.

1 in 3 people wished their partner had life insurance - or more coverage, if they already have a policy. Protect your loved ones. I can help – contact me for a free life insurance quote!

Need a romantic gift that doesn't come from a store shelf? How about life insurance? It's the ultimate way to say "I love you!"

Do something for the whole family this Valentine's Day - protect them with life insurance. There's no better way to say "I love you" than by giving them financial security if anything happens to you. Contact me to find out how!

What's the most romantic - and unexpected - way to say "I love you" this Valentine's Day? Life insurance. It means you'll love them even after you're gone. Contact me to find out more.



Social Media Images

Click any image to view in a browser, then right-click and save to your device.







Social Media Images

Click any image to view in a browser, then right-click and save to your device.









SOCIAL MEDIA CAMPAIGN



Notes: Che	ck with your compliance department be	efore sending any message. Just copy and	paste!
DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 1	Build financial protection around your life's major milestones with life insurance. #lifeinsurance https://tinyurl.com/2p8r2zju	\$310,605 https://tinyurl.com/2p8r2zju	Help your clients build financial protection around life's major milestones with life insurance. #lifeinsurance https://tinyurl.com/2p8r2zju
Day 2	Got dreams? Life insurance can help protect them! #lifeinsurance https://tinyurl.com/4rn92ud8	\$35,551 Is the average cost per student, per year, of college in the US https://tinyurl.com/4rn92ud8	Help protect your clients' dreams with life insurance. #lifesinsurance https://tinyurl.com/4rn92ud8
Day 3	American household debt continues to climb. Are you putting enough away for retirement? #lifeinsurancecan help https://tinyurl.com/mr3wrzp8	S453,000 Is the amount of the average American has https://tinyurl.com/mr3wrzp8	American household debt continues to climb. Are your clients putting enough away for retirement? #lifeinsurance https://tinyurl.com/mr3wrzp8
Day 4	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance https://tinyurl.com/4pj86m2h	s the everage remaining mertgage balance. https://tinyurl.com/4pj86m2h	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance https://tinyurl.com/4pj86m2h
Day 5	Do you have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5	https://tinyurl.com/2y9ahfy5	Do your clients have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5
Day 6	Life insurance is cheaper than you think! #lifeinsurance https://tinyurl.com/bdz2kw8m	is the average cost of a new individual life policy	Life insurance is cheaper than you think! #lifeinsurance https://tinyurl.com/bdz2kw8m
Day 7	A failure to plan is planning to fail. Life insurance can help protect your financial future. https://tinyurl.com/5dh6tt57	(m)	A failure to plan is planning to fail. Life insurance can be an important part of your client's futures. https://tinyurl.com/5dh6tt57

https://tinyurl.com/5dh6tt57

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 8	Medical expenses can add up quickly. Will you have enough savings for retirement? Life insurance can help. https://tinyurl.com/5n6cu8te	https://tinyurl.com/5n6cu8te	Medical expenses can add up quickly. Will your clients have enough savings for retirement? Life insurance can help. https://tinyurl.com/5n6cu8te
Day 9	Life insurance can help protect your savings and retirement plans from health care costs. #lifeinsurance https://tinyurl.com/4k3amjvn	pf Americans will need at least directly years of some fearer of discussions and some fearer of discussions and the some fearer of discussions are some fearer of discussions and the some fearer of discussions and the some fearer of discussions and discussions are discussions and discussions and discussions are discussions and discussions and discussions are discussed as the some fearer of discussions and discussions are discussed as the some fearer of discussions and discussions are discussions and discussions are discussed as the some fearer of discussions are discussed as the sound and discussions are discussed as the some fearer of discussions and discussions are discussed as the some fearer of discussio	Life insurance can help protect your clients' savings and retirement plans from health care costs. #lifeinsurance https://tinyurl.com/4k3amjvn
Day 10	Modern life insurance can help provide flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve	https://tinyurl.com/3ffmu9ve	Modern life insurance can help provide your clients with flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve
Day 11	Life insurance can help protect your future and those you love from unexpected expenses. #lifeinsurancecanhelp https://tinyurl.com/4ayppeux	https://tinyurl.com/4ayppeux	Life insurance can help protect financial futures from unexpected expenses. #lifeinsurancecanhelp #askmehow https://tinyurl.com/4ayppeux
Day 12	Have you set aside enough money for retirement? Life insurance can help! #askmehow https://tinyurl.com/2w8a4kxy	of Baby Boomers have no retirement savings. corebridge* https://tinyurl.com/2w8a4kxy	Have your clients set aside enough money for retirement? Life insurance can help! #askmehow https://tinyurl.com/2w8a4kxy
Day 13	Will you have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/yc6t7wkr	76.1 is the life expectancy at birth in the United States. combridge *** https://tinyurl.com/5n6ch8m	Do your clients have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/yc6t7wkr
Day 14	Don't outlive your retirement nest egg. Life insurance can help you protect it. #lifeinsurance https://tinyurl.com/5bzh9xxv	65-year-olds today will live beyond age 90. https://tinyurl.com/5bzh9xxv	Life insurance can help protect your clients from outliving their retirement next egg. #lifeinsurance https://tinyurl.com/5bzh9xxv

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 15	Falling short is not an option when it comes to retirement savings. Life insurance can help. #askmehow https://tinyurl.com/4xv3zkjj	ony of American Baby Boomer 39% of American Baby Boomer households currently have a pension.	Falling short is not an option when it comes to retirement savings. Life insurance can help. #askmehow https://tinyurl.com/4xv3zkjj
Day 16	Life insurance can be a good addition to your plans for the future. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx	is the average monthly Social Security benefit for retired workers in 2022. corebridge? https://tinyurl.com/4urtsazx	Life insurance can be a good addition to your clients' financial futures. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx
Day 17	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6	of Millennials believe Social Security will run out of funding in their lifetime. https://tinyurl.com/2v7wdtv6	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6
Day 18	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://tinyurl.com/mv2y42ad	\$0.45/day is the average cost of life insurance for a healthy 30-year-old. corebridge https://tinyurl.com/mv2y42ad	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://tinyurl.com/mv2y42ad
Day 19	How do you want to live in retirement? Life insurance can help supplement your retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp	of Millennials plan to work in retirement. https://tinyurl.com/tf2ea2sp	How do your clients want to live in retirement? Life insurance can help supplement their retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp
Day 20	Life insurance can help you prepare for the unexpected. #lifeinsurance https://tinyurl.com/mu42stjr	of Americans have experienced unexpected financial enthacks in the last three months. control of a management of the last three months. https://tinyurl.com/mu42stjr	Life insurance can help clients prepare for the unexpected. #lifeinsruance https://tinyurl.com/mu42stjr
Day 21	Life insurance can help keep your options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm	More than 1/2 of Americans have less than three months of expenses in an emergency fund. https://tinyurl.com/smn24kxm	Life insurance can help keep your clients' options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 22	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance https://tinyurl.com/38am4454	275 of American adults with life insurance only have group coverage. https://tinyurl.com/38am4454	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance https://tinyurl.com/38am4454
Day 23	Today's life insurance offers so much more than policies from the past. It's not your parents' life insurance. #lifeinsurance https://tinyurl.com/mrw633kz	of Americans believe life insurance is only for end-of-life expenses. corebridge https://tinyurl.com/mrw633kz	Today's life insurance offers so much more than policies from the past. #lifeinsurance https://tinyurl.com/mrw633kz
Day 24	Help ensure your retirement is sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh	showlong a Gen Xer can expect to live in retirement d retiring at age 65. corebridge https://tinyurl.com/jrs7r5jh	Help ensure your clients' retirements are sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh
Day 25	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow https://tinyurl.com/34uka7bc	of Gen X expects to be able to retire by age 65. https://tinyurl.com/34uka7bc	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow https://tinyurl.com/34uka7bc
Day 26	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for your financial future. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74	Gen Xers are concerned about not being able to maintain their standard of living. corebridge https://tinyurl.com/r23rfz74	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for financial futures. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74
Day 27	Do you have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d	80% of pre-retirement income is recommended to maintain standard of living in retirement. corebridge* https://tinyurl.com/5n6thp7d	Do you your clients have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d
Day 28	Today's life insurance offers options you can use to supplement your retirement plan. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe	of Americans are cutting back on short-term spending to stay on track with retirement goals. corebridge ²⁷ https://tinyurl.com/5dr94uhe	Today's life insurance offers options your clients can use to supplement their retirement plans. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 29	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance https://tinyurl.com/mpyxdzeu	Each year for the last 18 years health care costs have rises by anyonkers from 11.9% corelandge https://tinyurl.com/mpyxdzeu	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance https://tinyurl.com/mpyxdzeu
Day 30	Some types of life insurance can help cover some unexpected expenses and supplement retirement plans- while you are still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c	says managing a parent's health costs will delay their retirement. combridge? https://tinyurl.com/2p8p2e2c	Some types of life insurance can help cover some unexpected expenses and supplement retirement planswhile still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c

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Let's get awkward marketing kit

Advisor guide

Campaign overview

Download the entire campaign



At Legal & General America, we are thankful for your ongoing support and partnership. We know for many consumers one of the biggest barriers to getting life insurance is simply the idea of having that awkward conversation.

So we've developed a marketing kit to help overcome that barrier and with the goal of helping protect more families and loved ones. As we like to say, "Let's Get Awkward" and talk about life insurance.

In this kit you will find:

Your roll-out plan

Talking points for overcoming objections

Client facing communications

Email signature

Flyers

Social posts

Client worksheet

Client what to expect one pager

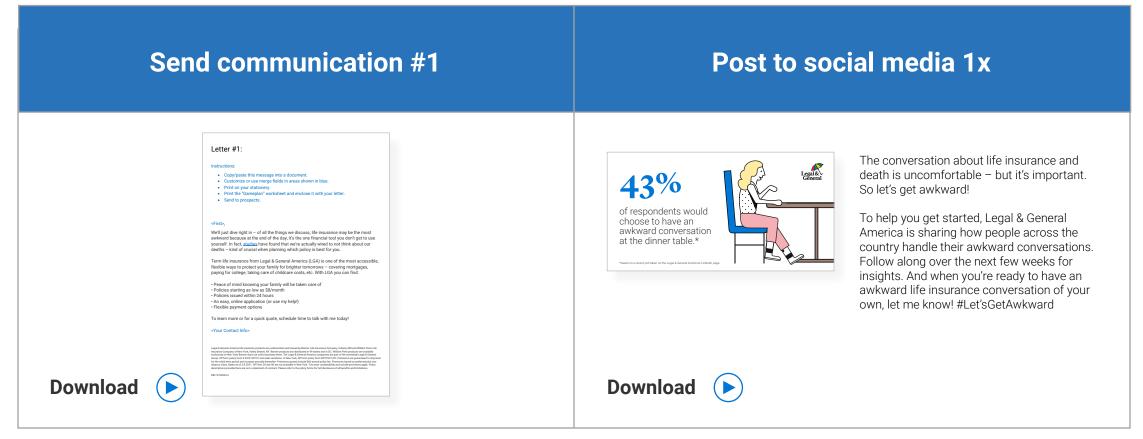
We hope you find this content useful as you connect with your customers and prospects.

Let's get awkward: Calendar

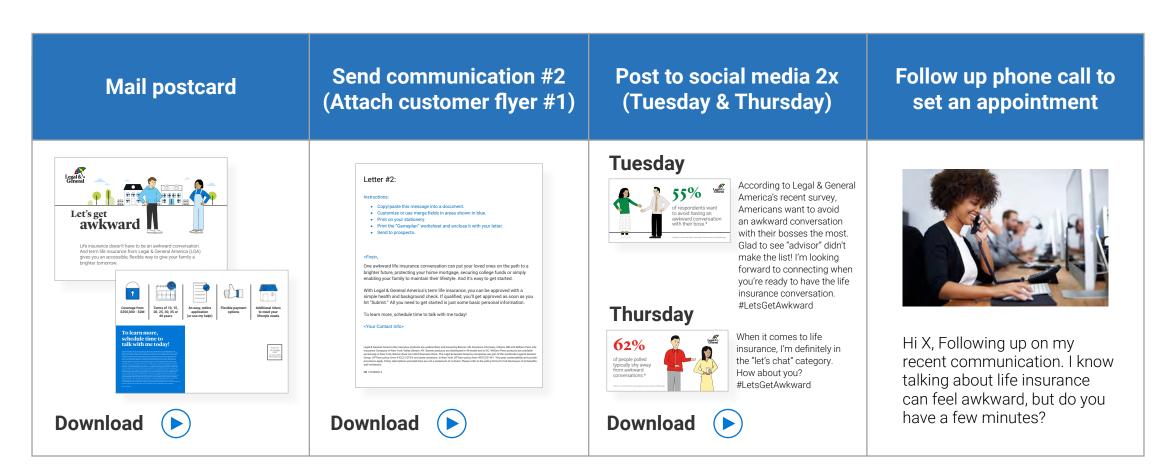


	Monday	Tuesday	Wednesday	Thursday	Friday
Week one	Send communication #1		Post to social media		
Week two	Mail postcard	Send communication #2 and post to social media		Post to social media	Follow up phone call
Week three	Send communication #3	Post to social media		Post to social media	
Week four	Post to social media		Follow up phone call		

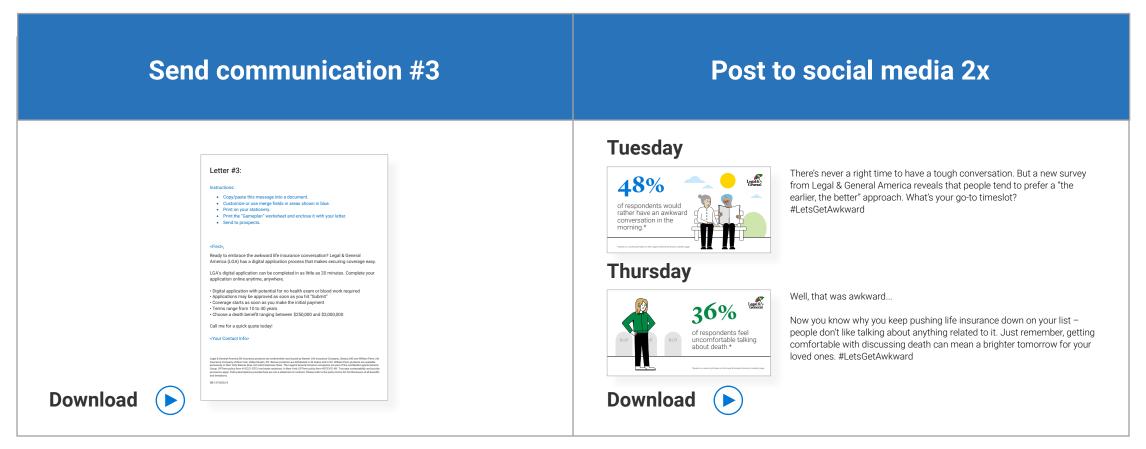














Post to social media 1x

Let's get awkward

Of all the things people talk about, life insurance may be the most awkward. After all it's the one financial tool you don't get to use yourself. But it can help create a brighter future for your loved ones, and that's worth a few uncomfortable minutes, right? To learn more about how Legal & General America's flexible term policy can help protect your family for years to come, contact me!

2nd round of phone outreach to set an appointment



Hi X, Checking in again to see if you have a few minutes to discuss potential life insurance policies, it doesn't have to be as awkward as many think.

Download



Let's get awkward: Client meeting





CN 12192022-1 FOR AGENT USE ONLY

LADDERING LIFE INSURANCE



How to use PL Promise¹ life insurance with your clients

Pacific Life Insurance Company

Goal Get comprehensive coverage that fits the budget using a tiered approach.

Scenario

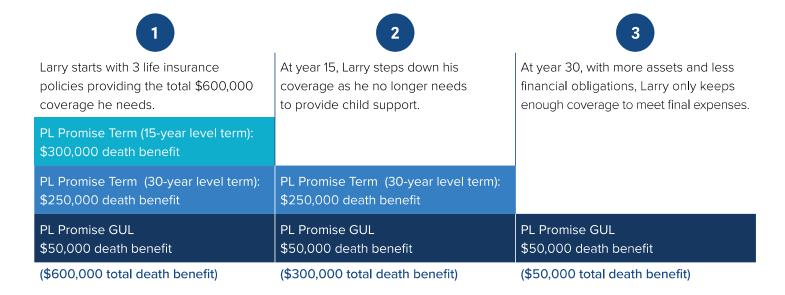
Larry, age 33, is a single parent to Lee, age 7. After talking with his financial professional² and using the life insurance calculator, they determined that he has a \$600,000 life insurance need. His financial professional ran some numbers, mindful that Larry is on a budget.



Approach

Instead of buying one large life insurance policy, his financial professional suggests using the laddering strategy. Similar to

certificate of deposit (CD) laddering, this approach involves buying smaller policies with different durations. Larry will have the flexibility to have higher life insurance coverage in the early years that tapers off as each term policy reaches the end of its level premium period as shown below.



¹ PL Promise products: PL Promise Term level premium term life insurance (Form Series P16LYT and S16LYT10, S16LYT15, S16LYT20, S16LYT20, or S16LYT30, varies based on level premium period chosen and state of policy issue), PL Promise GUL (Form Series P17LYCUL, S17LYCUL, varies based on state of policy issue), PL Promise GUL (Form Series P18PRUL, S18PRUL, varies based on state of policy issue).

² In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

Cost Comparison

	Coverage	Monthly Premiums	Chronic Illness Protection ³	Year 20 Return of Premium ⁴
Option 1: Term Only PL Promise Term (30-year)	\$600,000	\$37.31	No	N/A
Option 2: Term + GUL PL Promise Term (15-year) PL Promise Term (30-year) PL Promise GUL	\$300,000 \$250,000 <u>\$50,000</u> \$600,000	\$11.49 \$19.50 <u>\$52.63</u> \$83.62	No No Yes	N/A N/A \$9,473

Term Assumptions: Male, Age 33, Preferred Best No Nicotine. \$600,000 death benefit for option 1 and \$550,000 total death benefit for option 2.

GUL Assumptions: Male, Age 33, Preferred Best No Nicotine. \$50,000 level death benefit, solving for the monthly premium paid through age 100 to guarantee the death benefit through age 100 (Flexible Duration No-Lapse Guarantee Rider (Form Number R17LYFNL varies based on state of policy issue)). Includes the PL Promise Chronic Illness Care Rider (Form Number R18LYCHR varies based on state of policy issue) with a 2% Maximum Monthly Percentage, and Maximum Initial Lifetime Benefit Amount.

Considerations

- While buying only term is more affordable, Larry wouldn't have any coverage after 30 years, leaving him financially vulnerable. Or, if he decides to continue the coverage, he would be paying substantially higher premiums each year he chooses to keep the policy.
- By adding on PL Promise GUL, Larry gets guaranteed coverage to age 90 with flexibility to extend up to lifetime (age 120) for an additional cost. He chose to guarantee the \$50,000 death benefit through age 100 for only \$46.31 more compared to the term only option.⁵
- Plus, with PL Promise GUL, Larry has the option to tack on chronic illness protection,³ allowing partial access to the death benefit while still living if he's certified as chronically ill by a licensed health care practitioner. He may also opt to use the policy's return of premium feature⁴ in the future if he no longer needs the coverage.

Result Larry saves on life insurance premiums while still having a more comprehensive coverage with future flexibility.

Note

This strategy may not be a good fit for everyone. Do due diligence to help ensure that the strategy aligns with your client's financial objectives. Remember, your client may not have any life insurance coverage once the term policy ends so, plan accordingly.

For questions or more ideas on how to use PL Promise, reach out to your PL Promise Sales Team at (844) 238-4872, Option 3 or at LynInternalSales@PacificLife.com.

³ Feature available via the optional PL Promise Chronic Illness Care Rider (Form Number R18LYCHR) that may be added at policy issue for a monthly rider charge. Benefit payments reduce the policy's death benefit and other values under the policy. If the entire death benefit is accelerated, the policy will terminate. Regardless of the monthly election chosen, benefit payments may not exceed 100% of the IRS per diem. Benefits paid by accelerating the policy's death benefit are intended to qualify as death benefits under section 101(g) of the Internal Revenue Code and may be excludable from your income and may not be subject to federal taxation. However, federal, state, and/ or local tax rules relating to the payment of accelerated death benefits are complex, will depend on your specific facts and circumstances, and benefits may or may not be taxable. In addition, these payments may affect eligibility for other benefits provided by federal, state, or local government including public assistance programs such as Medicaid. When benefits are received from multiple policies providing long-term care or chronic illness benefits for a given insured, including policies with different owners, all of those benefits must be aggregated to determine their taxability. Consequently, advice and guidance should be obtained from a personal tax advisor for more information. Pacific Life cannot determine whether the benefits

⁴ Feature available via Enhanced Surrender Value Rider (Form Number R17LYESV). Included in the policy at no additional charge if initial minimum premium requirements are met.

⁵ Premium savings will vary depending on the insured's underwriting risk class as well as financial underwriting.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.

Many life insurance products have some flexibility in how they are structured. For example, death benefit coverage under certain products may be provided through a combination of the base policy and any available term or other riders. Each policy selected, illustrated, and sold should be structured based upon your client's particular insurance needs and financial objectives. It is your responsibility to know that the particular policy selected, illustrated, and sold will meet your client's needs and objectives.

Various aspects of products, including but not limited to features, benefits, expenses, loads and charges and will impact the values shown. Products are not identical, and the products' specific features and the client's use of those features will impact long term policy performance.

Values for all policies may contain guaranteed and non-guaranteed elements, including but not limited to current interest rate and current cost of insurance rates. This is not an estimate of future performance.



Pacific Life Insurance Company Newport Beach, CA (800) 800-7681 • www.PacificLife.com

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York.

Product/material availability and features may vary by state.

The primary purpose of life insurance is protection against premature death of the insured.

Life insurance is subject to underwriting and approval of the application and may incur monthly policy charges.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value

Demystifying impaired risk

Unlocking opportunities for advisors

Are you hesitant to write impaired risk life insurance business? You're not alone. Many advisors have concerns about navigating the complexities of impaired risk cases, but we're here to change that perception by revolutionizing the process, making it **faster**, **frictionless**, **and friendly for all**.



Writing impaired risk cases can lead to substantial rewards



 Secure essential coverage for those who need it most



 Uncover new opportunities to grow your business



• Grow your earnings and referrals as you expand your market share

Expect speed and inclusivity

Gone are the days of long waiting periods for underwriting decisions.* At LGA, we pride ourselves on delivering efficient, inclusive underwriting for all. See for yourself how we deliver instant decisions on table-rated cases, making life easier for you and your clients:

For cases that require full underwriting, the average time for impaired risk decisioning is 49 days.



Case 1: Robert

- · Gained 20 lbs in the past year
- · Height: 5'10"
- · Weight: 300 lbs
- BMI: 43.04

Underwriting outcome:

Standard Plus Table 4 / Instant Decision



Case 2: Samantha

- 40 years old
- · Pack-a-day smoker who quit 3 years ago
- · Smokes marijuana occasionally
- Has hypothyroidisom

Underwriting outcome:

Preferred Plus rate / Instant Decision

Life's easier for everyone, when you partner with LGA!

Download our Underwriting Field Guide here >

*Underwriting decisions may vary based on the responses to application questions, medical history, etc.

Legal & General America life insurance and retirement products are underwritten and issued by Banner Life Insurance Company,

Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. William Penn products are available exclusively in

New York; Banner Life is not authorized as an insurer and does not do business in New York. The Legal & General America companies are

part of the worldwide Legal & General Group.



Simplifying impaired risk

Welcome to the underwriting superhighway Where all roads are fast, frictionless & friendly. Underwriting for allregardless of health status Automated underwriting Full underwriting Next exit Fast frictionless friendly Automated underwriting Next exit

Level up your success by serving the impaired risk market. We're here to help!

*Read the Underwriting Field Guide for full details >

Preferred Plus* consideration possible for:

- · Ex-cigarette smoker three years out
- · Treated and controlled Hypercholesterolemia
- · Treated and controlled Hypertension
- · A combination of treated HTN / cholesterol
- Treated or untreated total cholesterol under 300
- Family history of cancer which is not due to a hereditary cancer syndrome
- Anxiety, depression or mood disorder one episode, duration of less than one year, recovered, no current medication
- · Asthma mild exercise induced asthma or mild seasonal asthma
- Carotid Imaging CIMT mildly increased for age / gender, no plaque or carotid stenosis
- Echocardiogram mild diastolic dysfunction, echocardiogram otherwise normal, BP well controlled
- Mitral Valve Prolapse mitral valve normal appearing with normal thickness and echocardiogram otherwise normal, no regurgitation
- · Osteoporosis no known complications
- Skin cancers basal cell carcinoma, and superficial squamous cell carcinoma

Preferred* consideration for:

- · Asthma on two medications or less (well controlled)
- Anxiety / depression on one prescription medication (well controlled)
- Mild sleep apnea with Apnea Index (AI) <20 and lowest oxygen saturation above 85% with good compliance for one year and no residual symptoms
- Alcohol or single drug abuse treatment last used more than 10 years ago
- Valvular Disease one valve mildly thickened or redundant valve, no mitral valve prolapse, less than mild regurgitation, rest of echocardiogram normal

Standard Plus* consideration for:

- Controlled Type II Diabetes, onset at age 50 and older and no smoking for 5 years
- Severe sleep apnea with documented good CPAP compliance for one year and no residual symptoms
- Personal history of cancer, subject to type, date of onset and treatment including efficacy

31% Instant decision: Metric reported for full month July 2023. "Instant decision" is defined as total instant decisions as a percentage of total decisions from all business submitted through Horizon in July 2023. 54% Approval within 10 days: Metrics reported YTD through July 2023. "<10 day Decisions" Rate is the percent of applications that reached a decision in 10 days or less upon submittal compared to the total number of decisions.

Legal & General America life insurance and retirement products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY.William Penn products are available exclusively in New York; Banner Life is not authorized as an insurer and does not do business in New York. The Legal & General America companies are part of the worldwide Legal & General Group. CN08312023-3





Living benefit options for protecting the future

Living a long life — and enjoying many years in retirement — is a major goal for a lot of your clients. And it requires careful planning that goes beyond a one-size-fits-all approach. That's why John Hancock gives you three distinct solutions to offer to clients seeking both life insurance coverage and financial protection should they become chronically ill.



Maximum coverage

Long-Term Care (LTC) rider

A great choice for clients seeking the assurance of the maximum monthly benefit to help cover long-term care costs — with no IRS per diem limits and the convenience of assigning benefit payments directly to care providers (includes a monthly charge).



Most flexibility

Chronic Illness (CI) rider

Offers the most flexible use of benefits by providing an indemnity payment with no restrictions on how it is used (includes a monthly charge).



Backup plan

Accelerated Death Benefit for Chronic Illness (ADBCH) rider

Offers some protection for clients not currently focused on LTC planning, or who do not qualify for our LTC or Chronic Illness rider. There are no restrictions on how the benefits are used. Charge is determined at claim.



How to qualify?

Each rider allows clients to accelerate a portion of death benefit when the insured requires either 1) assistance with at least two of six

Activities of Daily Living for a period expected to last at least 90 days or 2) needs supervision due to a cognitive impairment and meets a 90-day elimination period.

Each rider does this in a different way and creates three flexible solutions to help you and your clients plan for the future they want. It is important to understand each option to advise them on the most appropriate solution to help meet their ongoing and future planning needs.

Compare the options

Here's a quick overview of the riders your clients can choose from when looking for protection with a John Hancock life insurance policy to help cover costs associated with chronic illness.

	LTC rider (monthly charge)	Chronic Illness rider (monthly charge)	ADBCH rider (charge at claim)
Description	 Benefit payment reimburses qualified long-term care expenses up to maximum monthly benefit amount elected at issue (up to \$50,000 monthly) Must elect at issue and pass separate underwriting 	 Monthly or annual cash benefit payment up to the lesser of the maximum benefit amount or the annualized IRS per diem in the year benefits are accelerated Must elect at issue and pass separate underwriting 	 Client can opt for an annual cash benefit up to the lesser of the specified amount or the annualized IRS per diem in the year benefits are accelerated Must elect at issue; no additional underwriting Benefit payment discounted by charges based on expected mortality and current interest rates
Premiums/charges	 Monthly charges based on net amount at risk and deducted from policy value Rider rate set at issue and guaranteed 	 Monthly charges vary by sex, issue age, duration and risk class and deducted from policy value Rider rate not guaranteed 	 No monthly charges Benefit payment reduced by discount factor using interest rate and life expectancy at claim Rider rate not guaranteed
Benefit growth	Benefit pool and monthly maximum set at issue	Benefit pool, monthly and annual maximums can increase with death benefit	Benefit pool and annual maximum can increase
Benefit payment	 Paid monthly as reimbursement for QLTC expenses to owner or can be assigned directly to care providers Maximum monthly acceleration of 1%, 2% or 4% of the benefit pool to \$50,000 elected at issue — maximum lifetime acceleration is \$5M 	 Paid annually or monthly as a cash benefit Maximum monthly acceleration of 1%, 2% or 4% of the benefit pool elected at issue — capped at the IRS per diem limit; maximum lifetime acceleration is \$3M 	 Paid annually as a cash benefit Maximum lifetime acceleration is the lesser of 75% of death benefit or \$1M
Tax treatment	Favorable treatment under IRC 7702B(b)	Favorable treatment under IRC 101(g)	Favorable treatment under IRC 101(g)

	LTC rider (monthly charge)	Chronic Illness rider (monthly charge)	ADBCH rider (charge at claim)
Underwriting	 Underwritten separately at application Separate risk class from base policy; maximum rating 200%; not available with flat extras Available ages 20 – 75 	 Underwritten separately at application Separate risk class from base policy; maximum rating 200%; not available with flat extras Available ages 20 – 75 	 No underwriting Maximum rating 200%; \$5 flat extra Available ages 18 – 85
Licensing	Life license Health license & LTC Certification most states	Life license	Life license
Product availability	 Accumulation IUL Accumulation VUL Protection UL Protection IUL Protection VUL 	Protection ULProtection IULProtection VUL	 Accumulation IUL Accumulation VUL Protection UL Protection IUL Protection VUL

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For details on specific product features, benefits, riders and certain state variations, please see the applicable product producer guide.

The Long-Term Care (LTC) rider is an accelerated death benefit rider and may not be considered long-term care insurance in some states. There are additional costs associated with this rider. The maximum monthly benefit amount is \$50,000. When the death benefit is accelerated for long-term care expenses, it is reduced dollar for dollar, and the cash value is reduced proportionately. Please go to JHSalesHub.com to verify state availability. This rider has exclusions and limitations, reductions of benefits, and terms under which the rider may be continued in force or discontinued. Consult the state specific Outline of Coverage for additional details.

The insured is financially responsible to their care providers, including charges not covered by the LTC rider.

The Chronic Illness rider allows for an acceleration of the death benefit when the insured is certified as chronically ill. The maximum monthly benefit amount is the lower of \$30,000 or the IRS per diem limit for a given month. Accelerated benefit payments under this rider reduce the death benefit dollar for dollar by the accelerated amount and reduce the policy value proportionately. There is a monthly charge for this rider. The benefits provided by this optional rider are designed to be excludable from gross income under federal tax law; however, there might be situations in which the benefits or charges for this rider are taxable. This rider is not long-term care insurance.

The Accelerated Death Benefit for Chronic Illness Rider allows for a partial acceleration of the death benefit when the insured is certified as chronically ill. The amount is capped at 75% of the death benefit to a lifetime maximum of \$1 million. The annual maximum benefit amount is limited to the IRS per diem limit. Accelerated benefit payments under this rider reduce the death benefit dollar for dollar by the accelerated amount and reduce the policy value proportionately. The payments will also be reduced by interest charges. The benefits provided by this rider are designed to be excludable from gross income under federal tax law; however, there might be situations in which the benefits or charges for this rider are taxable. This rider is not long-term care insurance.

Comments on taxation are based on John Hancock's understanding of current tax law, which is subject to change. No legal, tax or accounting advice can be given by John Hancock, its agents, employees or licensed agents. Prospective purchasers should consult their tax professional for details

Variable life insurance is sold by product and fund prospectus, which should be read carefully. They contain information on the investment objectives, risks, charges and expenses of the variable product and its underlying investment options. These factors should be considered carefully before investing.

Insurance policies and/or associated riders and features may not be available in all states. Some riders may have additional fees and expenses associated with them. Refer to the product prospectus for additional information.

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Thought Leadership in Action for Life Insurance

Communicating Life Insurance Value to Prospects



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Broad Market Sales Desk LynInternalSales@PacificLife.com (844) 238-4872, Option 3 In today's marketplace, customers can simply type anything into a search engine and instantly have access to innumerable options. What makes a customer select one company or product over another? Why do some businesses take off while others struggle to find their footing? In many cases, it all comes down to value.

A value proposition is a brief statement that successfully differentiates a company's product or service from the competition. Businesses and marketers use value propositions to summarize why customers should choose to work with them.

For sellers of life insurance, a powerful and compelling value proposition can mean the difference between making a sale and losing another prospect to the competition. Identifying and conveying to customers what sets you and your business apart is essential to maintaining an edge against the competition.

Regardless of the business or the type of product your company is selling, value propositions serve the same purpose: entice customers to buy from you over someone else. The following will lay out the advantages of communicating value to a customer, along with a few tips that can help you craft the perfect value proposition.

Benefits of an Appealing Value Proposition

Like any product, different life insurance policies offer various pros and cons depending on the provider. Capturing the core value into a few simple words can highlight important distinctions and may ultimately convince your prospects to shift. Here are some of the ways a business can benefit from demonstrating value to a customer.

1. Helps to Define Overarching Goals

Aside from engaging prospects, understanding value can also help guide the employees that support your business. A well-worded value proposition can encourage your internal staff to focus their efforts on contributing to a collective mission. Having a thorough grasp of what motivates your team can ensure that everyone is on

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the same page and working toward the shared objective. In this way, the right value proposition can create a stable foundation from which your company can grow and prosper.

From customer interactions to stakeholder meetings, your value proposition can form a common thread that ties all aspects of your business together. In the long term, your team can communicate a narrative that always leads back to the main drivers of your business. A consistent theme can start to form as more people share your value proposition, improving continuity in everything from ad copy to direct correspondence.

"As more and more companies clamor for market share, developing an attractive value proposition is critical to communicating what makes your product, service, or offering unique."

2. Clearly Explains What Makes Your Offering Unique

Without a solid value proposition, companies may run the risk of blending in with the crowd. Defining value can assist in outlining the role your company can play in fulfilling the core needs of your customers. There are currently over 804,000 businesses in the U.S. that are no more than a year old. As more and more companies clamor for market share, developing an attractive value proposition can be critical to communicating what makes your product, service, or offering unique.

3. Builds a Stronger Connection with Customers

A value proposition should clearly explain to customers why they ought to choose your offering over another. More than a simple tagline, a value proposition can provide a focal point that keeps all your marketing efforts clear and on target. The ability to discern and communicate the specific value of your product can lend itself to more authentic messaging. A solid value proposition engages your prospects in a more meaningful way by getting to the fundamentals of what makes your policy perfect for them.

Tips for Communicating Value to Customers

Demonstrating value in a way that truly speaks to customers can be a challenge, especially if critical details get lost in translation. If you're not communicating value in a creative or novel way, your prospect may lose interest, and existing customers may start looking at other options. Here are a few tips to help you craft a value proposition that has a positive impact.

> Short and to the point: Try to keep your value proposition brief to make it more memorable. If you were to summarize the most appealing components of the life insurance policy into a few words, what would they be? What differentiates your policy from the rest? Think of a simple statement that exemplifies the value of your offering. Communicating value with brevity can give your proposition a punch that longer phrases may fail to deliver.

¹ Source: "Number of business establishments less than 1 year old in the United States, March 1994 to March 2020." Statista Research Department. January 2021. https://www.statista.com/statistics/235494/new-entrepreneurial-businesses-in-the-us/



- ➤ Be precise: Identify the specific aspect of your offering that makes it unique. Engaging value propositions can offer a solution or benefit to the customer that isn't available from competitors. Avoiding vague claims or generalities will help ensure your value proposition remains on target and reaches the desired audience.
- ➤ Keep it interesting: Get creative in your brainstorming to find a value proposition that truly speaks to your customers. What has been said before, and better yet, what has not? Throw out old tropes or adages you may have seen elsewhere and look at things from a new perspective to get people interested in you.

Effectively communicating the value of your policy recommendation to life insurance prospects can be difficult at first, but the many benefits may be well worth the effort. A strong value proposition can help bridge what your customers need and the services you provide. Encourage your team to explore fresh ways to highlight the value of your offering in a simple, straightforward way. Given time, more of your prospects can become loyal customers as your company continues to grow.

The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

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Keep the conversation going

Overcoming customer objections to life insurance

It's not unusual to encounter some hesitation from your customers when discussing their life insurance needs. Here are a few suggestions for overcoming the most common objections you may hear on the topic.

Common concerns

I don't need life insurance./I don't need any more life insurance.

Points to consider

- You're not alone in how you feel. Many people believe they don't need (more) insurance until they look objectively at the impact on their family members.
- Life insurance is something no one really wants to think about, but later in life, many people wish they had.
- Recent events in your life may have triggered the need to adjust the amount of life insurance coverage you have for yourself and your family members.
- The best time to consider life insurance is when you're at your healthiest and the best rates are available.

I can't afford it.

- Let's figure out what you can afford. Every little bit that you'll be able to provide could make a big difference for your family.
- There are different kinds of life insurance policies with varying premiums.
 This includes term insurance, which can be one of the most affordable ways to buy life insurance.
- Life insurance premiums seem like a luxury item, but you may discover that the premium is a small price to pay to protect your family financially if something happens to you.
- There are life insurance products that can offer flexible payment options, which can be helpful if your financial situation changes later on.

I have life insurance through work.

I'm so glad to hear that you and your family are currently protected! You might also consider that:

- The group life insurance offered through your employer may not follow you if you choose to leave the company or are laid off. I urge you to find out more about it from your employer, so you don't find yourself without coverage.
- A key benefit of the individual life insurance policy we offer is its
 flexibility. It can be customized to fit your needs, and it's portable so
 you don't have to worry about converting your coverage when you are
 already under the stress of a change in your employment.
- If your current group life coverage isn't convertible or you don't have time to convert it, you might not have coverage if your new employer does not offer a similar group life benefit.

I can do better with my money.

- Many people include life insurance in their portfolio because of the tax advantages that are available.
- One thing that makes life insurance different from other assets is it can provide peace of mind at the most difficult times of our lives.
- Let's look at your financial situation to see whether you can benefit from the tax advantages of life insurance.

My spouse can just go (back) to work if anything happens to me.

- Keep in mind that your spouse may have to pay for child care when they go back to work, and life insurance can provide funds to help with that expense.
- That is a choice you have to make as a couple. One thing to remember is that having life insurance would allow your spouse some time to look for the right job or the right child care.

Just send me something (about life insurance).

- We have many great brochures that explain the benefits of life insurance; I'd be happy to send one to you. To go along with that, the best service we can offer you is the no-obligation life insurance review. It's a fast and easy way to help us determine your exact needs.
- We have some time available on (day). Would you prefer to meet in the morning or evening?



If you have questions or would like more details, please contact your Nationwide representative: National Life Insurance Solutions Center: 1-800-321-6064

Brokerage General Agents: 1-888-767-7373

As your customers' personal situations change (e.g., marriage, birth of a child or job promotion), so will their life insurance needs. Take care to ensure that this product is suitable for their long-term life insurance needs. They should weigh any associated costs before making a purchase. Life insurance has fees and charges that vary with sex, health, age and tobacco use. Riders that customize a policy to fit individual needs usually carry an additional charge.



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Communication Style Preferences

GENERATION MATTERS

	Millennials born 1980-2000	Generation X born 1965-1979	Baby Boomers born 1946-1964
EMAIL	Neutral	Preferred	Preferred
TEXT	Preferred	Preferred Preferred	Don't like
SOCIAL MEDIA	Preferred	Neutral	Don't like
IN PERSON	Don't like	Don't like	Preferred
PHONE CALL	Don't like	Don't like	Preferred
LETTERS	Don't like	Neutral	Neutral

Source: Bea Fields, "A Company Divided: Bridging the Generation Gap at Work Through the Power of Communication," November 2009



Communication Style Preferences

GENERATION MATTERS

Millennials born 1980-2000	Generation X born 1965-1979	Baby Boomers born 1946-1964
	KEY STRATEGIES	
 Be quick about it Be upfront Be yourself Offer instant access Give it away Go hi-tech 	 Just the facts Full disclosure Be authentic Prove it Peer referrals Short-term solutions Online 	 Show optimism Feature brand names Person-to-person communication Help them gain control Provide a sense of teamwork Offer customized solutions Don't make them feel old Be direct
	BUILDING RELATIONSHIP	
 Recognize their individuality Be a trusted guide Reputation management Peer references Social consciousness Hi-tech communication Individualism Herd mentality Online presence 	 Time is money Options Plan B Involvement Efficient communication Educate them 	 Show your work Court them Trophies Appropriate technology Influenced by their children Flatter and praise Vision

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Millennials and Gen Z lead growing need for life insurance in 2023

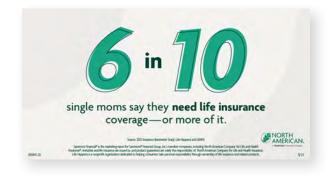
2023 Insurance Barometer Study shows that education around ease and affordability is key to expanding coverage.

The pandemic's economic disruption altered people's views on a wide range of money topics—from the feeling of financial insecurity, to the extra burden of debt, to how best to protect their loved ones, physically and financially. People's interest in life insurance—knowing they have a need for it—was heightened during the pandemic and remains so, as people take a closer look at their financial security and well-being. **The 2023 Insurance Barometer Study, by Life Happens and LIMRA, shows this trend is prevalent among the younger generations, as well as with single mothers.**

Single Moms Need the Industry's Help

Fewer women own life insurance than men, 49% vs. 55% respectively. And that number is even starker for single moms: **Just 2 of 5 single mothers (40%) own life insurance.**

That said, 6 in 10 single moms (59%) know they have a life insurance need gap—meaning they need coverage or more of it (vs. 41% of all adults) equaling about 5 million households. And **4 in 10 (38%) say they intend to buy coverage this year.** With 7.9 million single-mom households, according to the U.S. Census Bureau, there is a dire need for single moms to purchase life insurance, or more of it.



The primary reason single moms own life insurance (63%) is the same as the general population: to cover burial costs. However, only 26% say they have it to replace lost income. And more than half (51%) say they are "extremely concerned" about leaving dependents in a difficult financial situation if they died prematurely, vs. 29% of the general population.

That's not the only area of financial concern. In fact, single moms have increased levels of concern over a wide range of financial issues—often double-digits—over the general population.

- Having money for a comfortable retirement: 58% vs. 44%
- Saving for an emergency fund: 56% vs. 38%
- Paying monthly bills: 50% vs. 32%
- Ability to afford college: 40% vs. 22%

Owning life insurance makes people feel more financially secure: 69% of life insurance owners feel secure vs. 49% who don't own. For single moms, this is 52% of owners feel secure vs. 30% who don't own.

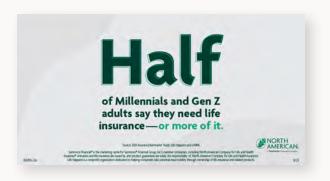
The good news is that while only a third of single moms (35%) work with a financial advisor currently, more than half without one are looking for an advisor (52%) to help them navigate their finances.

Desire and Need Are on the Rise

Gen Z is growing up—they're adults now who are in the weeds of financial responsibilities and stresses. Half of Gen Z is now 18-26 years old, which means 19 million young adults are ready for life insurance, most of whom are non-owners; and Millennials, at 27 to 42, are well into their careers and starting families. The study took a look at life insurance ownership among different age groups and found that half of all adults (52%) own life insurance, with 40% of Gen Z adults and 48% of Millennials currently owning it.

As Gen Z starts hitting life milestones such as finding a partner, buying a home and having children, half (49%) say they either need to get life insurance or increase their coverage. And Millennials are not far behind, with 47% saying so. And they are ready to take action: 44% of Gen Z adults and 50% of Millennials say they intend to buy life insurance this year.

They also want to purchase it where they have become comfortable—online—and that goes for all generations. In 2011, 64% of people said they preferred to buy life insurance in person; by 2020, just 41% felt this way. In 2023, it dropped to 29%.



Education Is Key for Gen Z

There is work to do on educating people about ownership: 42% of all adults say they're only somewhat or not at all knowledgeable about life insurance.

A quarter of Gen Z and Millennials say that not knowing how much or what kind of life insurance to buy stops them from getting coverage. And 37% of Gen Z and 27% of Millennials say they "haven't gotten around to it."

Across generations, cost is cited as the top reason for not getting life insurance. But only a quarter (24%) of people correctly estimated the true cost of a policy for a healthy 30-year-old, which is around \$200 a year.* More than half of Gen Z adults (55%) and 38% of Millennials thought it would be \$1,000 or more.



With the current climate adding financial uncertainties to Gen Z and Millennials, including layoffs and inflation, it is imperative that the two age groups learn how to protect their loved ones financially. Education around finances in general, inclusive of life insurance, will be extremely beneficial, particularly for Millennials, who cite the highest overall level of financial concern (39%).

*Survey respondents were asked how much they thought a \$250,000 20-year level term policy would cost per year for a healthy, nonsmoking 30-year-old, which is around \$200.

If referencing a statistic from this flyer, please source as: 2023 Insurance Barometer Study, Life Happens and LIMRA

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Life Happens is a nonprofit organization dedicated to helping consumers take personal responsibility through ownership of life insurance and related products.





Thought Leadership in Action for Life Insurance

Preparing for the Next Generation: Selling Life Insurance to Generation Z

Now that millennials are getting older, building careers, and starting families, a new generation of Americans is beginning to take center stage. Born between 1996 and 2012, Generation Z (Gen Z) makes up a significant portion of the U.S. population — just over 67 million in 2019. Gen Z has inherited a world shaped by technology, the great recession, and now the COVID-19 pandemic.

Unlike previous generations, about half of Gen Z has an ethnically diverse background. Approximately 25% of Gen Z Americans are Hispanic, while another 25% identify as Black, Asian, or another ethnicity.²

As more of Gen Z graduates college and begins to enter the workforce, a new wave of consumers is emerging with unique values and perspectives. To connect with this new generation, financial professionals* may need to develop a deeper understanding of what motivates Gen Z buyers and how their behaviors will shape the increasingly digital marketplace of the future.

Gen Z Is More Educated, and They Know What They Want

Generation Z is on track to exceed the educational attainment of previous generations. Looking at high school dropout rates, the difference is clear. Half as many Gen Z dropped out of high school in 2017 as millennials did in 2002.³

- * In order to sell life insurance products, a financial professional must be a properly licensed and appointed life insurance producer.
- 1 Source: "Resident population in the United States in 2019, by generation." Statista Research Department. January 2021. https://www.statista.com/statistics/797321/us-population-by-generation/
- 2 Source: Kim Parker and Ruth Igielnik. "On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far." Pew Research Center. March 2020. https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthoodand-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/
- 3 Source: Richard Fry and Kim Parker. "Early Benchmarks Show 'Post-Millennials' on Track to Be Most Diverse, Best-Educated Generation Yet." Pew Research Center. November 2018. https://www.pewresearch.org/social-trends/2018/11/15/earlybenchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/

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"As consumers, Generation Z wants to support companies that directly improve the world around us."

In addition, more individuals from Gen Z are entering college than their predecessors.

While only 44% of Generation X entered college after high school, nearly 60% of Generation Z were enrolled in a university by 2017.⁴ The most significant difference in educational attainment between millennials and Generation Z can be seen in the Hispanic population, with college graduation rates increasing by more than 20% compared to the previous generation.⁴

With more education, the post-millennial generation is more critical of the products and services they purchase. In fact, one recent study found that nearly a third of Gen Z shoppers will avoid buying from a company that doesn't align with their views on social issues.⁵

With growing momentum for environmental change and economic equity, financial professionals can broaden their reach to this younger generation by playing a more prominent role in supporting progressive initiatives. As consumers, Generation Z wants to support companies that directly improve the world around us. They continue to demonstrate loyalty to brands that speak to their values and remain committed to corporate responsibility.

Honesty Is the Best Policy

Generation Z can see through most conventional marketing strategies and prefers authentic content to cookie-cutter promotions. Instead of being pitched content, they want to discover businesses on their own and often consider the experiences of actual customers when shopping.

Nearly 70% of Gen Z respondents reported a preference for researching reviews online before making a purchase.⁶ This implies that insurance companies that consistently give better customer service and remind customers to leave a review for positive service may connect more easily with Generation Z.

Advertisements with paid actors have less influence on the buying decisions of the new generation, as 84% reported trusting businesses that feature real customers in their advertisements.⁵

When selling insurance to Generation Z, taking an honest and straightforward approach can be the most effective option.

How Technology Influences the Gen Z Shopper

Advancements in mobile devices and wireless internet over the past 20 years have forever changed the way people communicate. Having grown up surrounded by innovation, Gen Z is more familiar with technology than any generation before them.

- 4 Source: "Post-Millennials are more likely to be enrolled in college than older generations." Pew Research Center. November 2018. https://www.pewresearch.org/social-trends/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/psdt-11-15-18 postmillennials-00-06/
- 5 Source: Mary Ellen Dugan. "Gen Z Doesn't Want to Buy Your Brand, They Want to Join it." AdAge.com. April 2019. https://adage.com/article/wp-engine/gen-z-doesnt-want-buy-your-brand-they-want-join-it/2163281
- 6 Source: Sammy Nickalls. "Gen Z Buying Influenced by Peer Recommendations." Smart Brief. April 2019. https://www.smartbrief.com/s/2019/04/gen-z-buying-influenced-peer-recommendations

Data shows 37% of teens reported consuming YouTube content on a daily basis and another 85% are regular Instagram users.⁷

Businesses that engage with customers through online communities likely receive a greater response from Generation Z. Brief, visually appealing explainer videos can help to simplify the ins and outs of life insurance for them in an exciting and concise format. Life insurance companies may also attract increased engagement from the new generation by optimizing website response times and improving upon mobile optimized applications.

Generation Z wants to be heard by the companies they support, and social media offers an invaluable forum to facilitate that communication. Businesses that establish a strong online presence may be more likely to develop lasting relationships with the Gen Z consumer. For life insurance providers, knowing how to leverage digital platforms and mobile technology is essential to building brand recognition and trust with the next generation.



Selling Life Insurance to Generation Z

With the oldest members of Gen Z turning 26 this year, it's no surprise that many are putting life insurance on the sidelines for the time being. A recent survey found that among Gen Z respondents, 50% currently do not have a life insurance policy. The workings of life insurance and the time commitment needed to apply are among some of the obstacles preventing some from buying a policy.

Generation Z can have a profound impact on the way businesses think about their customers. Financial professionals can stand apart from the competition by using digital media to get a wider reach and build brand recognition. Increasing transparency with customers can also add credibility. With the tips outlined here, you can make buying life insurance more attractive to this burgeoning generation.

⁷ Source: "Piper Jaffray 38th Semi-Annual Taking Stock with Teens® Survey, Fall 2019." Piper Jaffray & Co. October 2019. http://www.pipersandler.com/private/pdf/TSWT Fall 2019 Infographic 11x17.pdf

^{8.} Matt A.V. Chaban. "Why Aren't Millennials Buying Life Insurance?" IBM. March 2020. https://www.ibm.com/blogs/industries/millennial-life-insurance-ibm-ix-survey/

The primary purpose of life insurance is protection against premature death of the insured.

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Thought Leadership in Action for Life Insurance



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7 Reasons Why Life Insurance Is Important to Single Clients

It's not uncommon for insurance producers to have been brushed off by single individuals who don't think they need life insurance. If this happens, be prepared with practical conversation starters that can help change their minds.

It can be a common misconception for consumers to think that only heads of households need life insurance. In reality, single people do too. To reach this often-underserved market, it can be helpful to have talking points prepared about how a life policy can benefit them. Here are seven reasons why your single clients should consider life insurance.

1. Final Expenses

The two inevitable things in life—death and taxes—both cost money. Yet, while financially savvy people save to pay their tax bill each year, it's likely that few people think about the costs associated with the end of life.

It's possible they may require an in-home nurse or other services for a debilitating illness that can't be foreseen. Funeral expenses can be complicated and expensive too. If the survivors can't pay, last wishes may not be fulfilled. Whether they're considering a traditional, full-service burial or a quick cremation, nothing's free. Life insurance can help pay for a funeral director, body transportation, caskets, hearse rental, memorial services, and more.

¹Source: "How Much Does the Average Funeral Cost?" Parting.com. January 22, 2022. https://www.parting.com/blog/how-much-does-the-average-funeral-cost/

2. Tax Benefits

Life insurance proceeds have special benefits for tax-related purposes. Many singles may not be aware of this, even if they work with an accountant. They may be surprised to discover death benefit proceeds do not have to be reported as taxable income (although interest on the proceeds does) and are not part of a taxable estate if there's an irrevocable life insurance trust created.² As well, if they take out a loan on the policy, that loan money does not count as taxable income.³

3. Chronic or Terminal Illness Benefits

Single people might also be surprised to learn that they may be able to access their life insurance benefits through what is known as accelerated benefits or living benefits, while still alive.⁴

Accelerated benefits usually come into play if the policyowner is diagnosed with a chronic or terminal illness and they can help cover medical care and nursing home expenses. While the terms of policies differ, in general, policyowners can receive a portion of their benefits through an accelerated benefits rider.

Make sure to ask questions and listen carefully to the answers.

4. Benefits of Purchasing While Younger

Young people may think they're invincible, but their family health history may beg to differ. Certain conditions present in their parents or grandparents may present a roadblock when applying for coverage down the line.

Buying life insurance while they're young and healthy can make it more likely that your clients will be approved for a policy and given a better rate. Plus, they can have the peace of mind to know they can enjoy life insurance coverage as they age.

5. Debt Relief for Beneficiaries

Most people (65%) with an active credit card account carry a balance at least some of the time, and nearly half of those (46%) say it would take them at least a year to pay it off.⁵ And there are untold numbers who privately owe money to friends and family members. If something unexpected happens and the life insurance policyowner dies young, credit card and other types of debt could potentially fall upon the estate and heirs to pay. Clients should consider the ability of their family to pay off debt. Death benefit proceeds from life insurance could help.

 $\underline{https://www.investopedia.com/ask/answers/111714/what-are-tax-implications-life-insurance-policy-loan.asp.}$

² Source: Troy Segal. "What are the tax implications of a life insurance policy loan." Investopedia.com. December 18, 2022.

³ Any policy withdrawals, loans, and loan interest will reduce policy values and may reduce benefits.

⁴ Accelerated and living benefits will likely incur additional charges and are subject to availability, restrictions and limitations. Clients should be shown policy illustrations with and without riders to help show the rider's impact on the policy's values.

⁵Source: Matt Schulz. "2023 Credit Card Debt Statistics." LendingTree.com. August 14, 2023. https://www.lendingtree.com/creditcards/credit-card-debt-statistics/#carry-balance

6. Student Loan or Co-signed Debt Alleviation

For student loans or other co-signed debt, the responsibility doesn't just go away when the person dies. With the total private student loan debt in the U.S. at nearly \$147 billion as of March 2023,⁶ it's likely your single clients will have at least some co-signed debt to worry about.

Student loans aren't the only debts likely to stick around after someone passes. If a parent co-signed a loan for an automobile or a home, for example, they'll be liable for the entire amount. A life insurance policy can protect them from a financial responsibility they might not have prepared for when agreeing to help out.

7. Business Partner Protection

If you have single clients who are business owners, you may want to remind them that many banks require life insurance in order to receive a loan. If so, lenders will want to be named as one of the beneficiaries on the

policy in case the borrower dies before paying everything off.



But the banks aren't the only ones that uninsured singles need to think about. Business partners may find themselves in a difficult financial (not to mention emotional) situation if a partner passes away unexpectedly. Proceeds from a life insurance policy can give them the flexibility they may need to keep the business afloat during this challenging transition period.

You might also want to suggest a group meeting with all stakeholders in a business to discuss a plan in case any of the investors die. Potentially, everyone could have a life insurance policy as part of a business's structure. And of course, a loan against the life insurance policy could also be used to support a start-up.³

Ask Questions to Dig Deeper

When proposing these different possibilities to prospective clients, it may be helpful to ask questions and even take notes on their answers. As you discuss options, they may give you a better sense of their financial concerns, which can help you provide solutions relevant to their needs.

Whether they are business owners, lack adequate personal savings, or have debt, educating single clients on how life insurance can support them is a valuable service. The bottom line is that death is unavoidable, and it isn't free. By preparing early, your single clients could receive many benefits throughout their lifetimes and make things easier on their loved ones after they pass.

⁶Source: Teddy Nykee. "2023 Student Loan Debt Statistics." Nerdwallet.com June 2, 2023 https://www.nerdwallet.com/blog/loans/student-loan-debt/

The primary purpose of life insurance is to provide death benefit protection in the event of the insured's death.

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THE POWER OF PACIFIC LIFE

Pacific Life provides a variety of products and services designed to help individuals and businesses in the retail, institutional, workplace benefits, and reinsurance markets achieve financial security. Whether your client's goal is to protect loved ones or grow assets for retirement, Pacific Life offers innovative life insurance and annuity solutions,

as well as mutual funds, that provide value and financial security for current and future generations. Supporting our policyholders for more than 150 years, Pacific Life is a Fortune 500 company headquartered in Newport Beach, California. For additional company information, including current financial strength ratings, visit www.PacificLife.com.



Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims paying ability of the life insurance company.

Life Insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

Life insurance is subject to underwriting and approval of the application and may/will incur monthly policy charges.

Pacific Life Insurance Company's Home Office is located in Newport Beach, CA.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value

Sales Idea: Protection for Grandparents and Grandchildren

The Living Promise product helps address needs that not all products might necessarily be appropriate for. Finding the right fit for clients starts with thoroughly evaluating their situation, and then gravitating towards the options that make sense for them. Let's examine a hypothetical scenario.

The Client

- Maya, 63-year-old-female, nonsmoker
- Married with 3 children and 2 grandchildren
- No mortgage
- Combined family income of \$50,000

The Concern

Maya does not want to be a burden to her family and is seeking affordable coverage to help ease that future concern. She wishes to have her funeral arrangements covered when she passes away so her family does not have to bear the cost. She is considering our Living Promise Whole Life option to address this need.

Maya's Living Promise Whole Life Solution

Maya's agent worked with her to implement a solution that would get her \$12,000 of death benefit using our Living Promise Whole Life option with a level death benefit. This policy came with riders that would allow her to access the death benefit early for terminal illness and nursing home confinement. She also decided to add on an accidental death benefit rider that would double her death benefit if she were to pass away due to an accident for just \$3.87 more per month. Her total premium for all of this is just \$48.49.



Living Promise Whole Life At-a-Glance

- Level Benefit Plan
- Ages: 45-85
- Face amounts: \$2,000 \$50,000
- Underwriting Classes: Tobacco and Non-Tobacco
- Tax-free death benefit until age 100
- Policy pays death benefit to insured if they are still living at age 100
- Access to funds early if diagnosed with terminal illness or confined to a nursing home (based on state availability)
- Offers an Accidental Death Benefit Rider that pays double the death benefit if death is due to accident and independent of any illness (additional cost is based on state availability, rider not available in CA)

Now that Maya has the protection she needs, read on to see how she can protect her grandchildren.



Maya now has an affordable solution for covering her funeral costs, and more, with our Living Promise Whole Life product. Now she turns her attention to her grandchildren and considers our Children's Whole Life product to help secure their futures, as well.

The Concern

Maya wants to help ensure the parents have some protection in the event of an unexpected loss of one of the children. She also knows that future insurability of children can be guaranteed with this product as well. Let's examine.

Children's Whole Life Solution for Maya's Grandchildren

Maya worked with her agent to secure a solution that provides \$25,000 of death benefit for each grandchild.

Mason, Age 9, Male — Premium: \$12.08

Alana, Age 7, Female — Premium: \$12.08

For a total monthly premium of \$24.16, Maya was able to provide an affordable death benefit for each grandchild. Their policies also include the Guaranteed Insurability Rider and Waiver of Premium Due to Death of the Owner. These riders give them the opportunity to increase their coverage later in life, as well as an option to waive the premium upon the death of the policy owner, all at no additional cost.



Children's Whole Life At-a-Glance

Level Benefit Plan

• Ages: 14 days to 17 years

• Face amounts: \$2,000 - \$50,000

Underwriting Class: Standard

Tax-free death benefit until age 100

 Policy pays death benefit to insured if they are still living at age 100

 Allows the child to increase coverage up to five times the initial coverage amount without any evidence of insurability, upon the following events:

Insured gets married

Insured purchases a home

• Insured has a child (by birth or adoption)

• Following the insured's 25th, 30th, 35th, or 40th birthday

 Waives premiums for 90 days if owner passes away before the insured

A Complete Protection Solution

Maya can now rest easier knowing that her needs and the needs of her grandchildren are being addressed. Her final expense coverage will help ease concern for her family upon her passing away, and she feels fulfilled knowing she has made a lasting impact for her grandchildren as well.



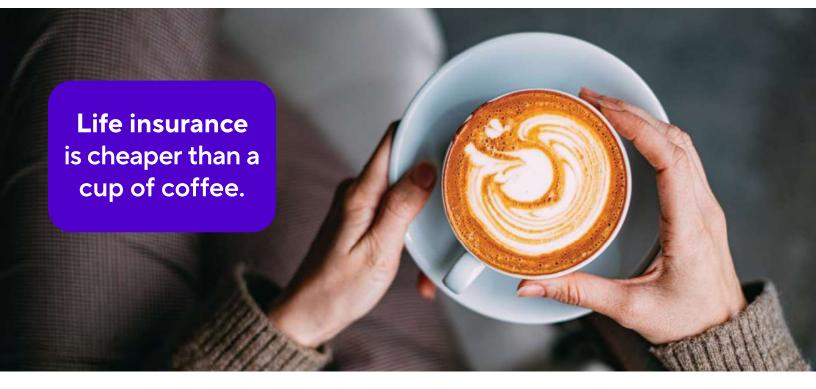
For **\$72.65 per month**, Maya has protected her family from her untimely passing and ensured her grandchildren's insurability for years to come.

Make sure to consider these options for any clients that are in Maya's position.

There are also additional products our Simplified Issue portfolio has to offer as well.

Learn more about them at mutualofomaha.com/simple.





Think life insurance is too expensive? Think again.

There's a misconception about the cost of life insurance. People think it's expensive.¹ But, let's look at the costs of a daily cup of coffee versus that of a \$250,000 term life insurance policy for a healthy 30-year-old:

What a daily cup of coffee costs...

At just over \$4 each, buying a medium cup of coffee, 5 days a week, amounts to almost²

\$85_{/mo}

What people think life insurance costs...

In a survey,¹ when consumers were asked how much a life insurance policy might cost per month, they guessed

\$42_{/mc}

What life insurance really costs...

Protect your family, pay off a mortgage or protect yourself from the cost of care with Select-a-Term³ starting at

\$15_{/mo}

Still craving that cup of joe?

The \$85 you would spend on coffee can cover the cost of life insurance AND 16 cups of your favorite brew. Now that's a real eye opener!

Select-a-Term can help

Whether your goal is to protect your family, pay off a mortgage or protect yourself from the cost of care and potential income loss from a chronic, critical and terminal illness or condition, Select-a-Term can help.

For more information, contact your financial professional.

Select-a-Term Highlights

20-yr term not right for you?

We offer 18 different term durations. You choose the length of coverage needed.

What if your needs change?

You can convert to any permanent policy during the entire level term period, or up to age 70.

³ Male, 30-yr-old, preferred non-tobacco, Select-a-Term, \$250,000, 20-year duration; rates as of February 21, 2023. Please check with your financial professional for the current premium rate.



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¹ Expected cost of a 20-year, \$250,000 term life insurance policy for a healthy 30-year-old, 2022 Insurance Barometer Study. https://www.limra.com/barometer/

² Starbucks prices, Fast Food Menu prices, February 2023. https://www.fastfoodmenuprices.com/starbucks-prices/



Differences Between Employer (Group) and Individual Life Insurance

If you need more life insurance, you may be faced with a question: Do I purchase an "Individual" life insurance policy? Or, do I just get it at work?

Nearly 60 percent of employees have access to life insurance through work¹ (commonly referred to as "group life insurance"). How does this coverage differ from an "Individual" life insurance policy (purchased separately from work)? When does it make sense to buy an individual policy?

41% of consumers agree they need life insurance or more coverage.²

4.1 YEARS is the median number of years employees have been with their current employer.³

57% of U.S. workers have life insurance through their workplace.⁴

27% of adults lost their life insurance coverage in 2020 due to an unplanned loss of employment.⁴

Understanding Employer (Group) Life Insurance



BASIC Term Life Insurance Policy:

For some, the policy coverage is a flat amount (e.g., \$25K of coverage). For others, it is based on one's salary (e.g., coverage = 1 x salary).

- Advantages:
 - Convenient—Sign up at work, premiums get deducted from paycheck
 - Guaranteed coverage-No questions, no tests, no underwriting
 - Free-Generally free, regardless of age, health, etc.
- Disadvantages:
 - Work-Related Restrictions—Coverage typically requires "active" working status. If you become ill and unemployed before dying, the insurance may not pay.
 - Not Portable—Can't take policy with you if you leave the employer.
 Next employer may not offer life insurance.



SUPPLEMENTAL Term Life Insurance Policy:

Some employers offer the option to buy additional life insurance – which can be 2x salary, 3x salary, etc. This can be added to the "Basic" coverage.

- Advantages:
 - Convenient—Sign up at work, premiums get deducted from paycheck (if issued).
 - Minimal Underwriting (if any)—There may be some high-level medical questions (e.g., "Have you ever had a heart attack?") or a medical exam.
 - Potentially Lower Costs for Unhealthy—Have health issues? Your premiums may be lower than for an "Individual" policy because they are based on covering a group (the young, old, healthy and unhealthy).
- · Disadvantages:
 - Work-Related Restrictions—Like the "Basic" coverage, typically requires you to be "actively" working.
 - Not Portable—Can't take policy with you if you leave the employer.
 If your next employer doesn't offer "Supplemental" insurance, then you may need to purchase an "Individual" policy to maintain the same level of coverage paying higher premiums based on your age and health.
 - Increasing Premiums—Typically, costs increase each year as you age.
 - No Options—Employer coverage typically offers few or no bells and whistles that an "Individual" policy may include.

Policies issued by American General Life Insurance Company (AGL), Houston, TX except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life).

Understanding Individual Life Insurance



INDIVIDUAL Term Life Insurance Policy

A policy purchased from an insurance company or a licensed agent – outside of the workplace.

- · Advantages:
 - Potentially Lower Costs for Healthy—Coverage is dependent on your circumstances via underwriting. Healthy people will typically experience significantly lower premiums compared to "Supplemental" insurance.
 - Level Premiums—Term policies lock in the premium for a fixed period (e.g., 10 years, 20 years).
 - Portable—Since this policy is not connected to your employer, it is completely portable, providing you continuous coverage.
 - No Work-Related Restrictions—This means that an "Individual" insurance policy is more likely to pay out benefits than employerprovided coverage.
 - Multiple Options—Can choose from large selection of term policies which offer variety of special features and riders that provide flexibility.
- Disadvantages:
 - Underwriting process—Policies are, typically, fully underwritten, meaning that your policy will be based on your health and other factors. There will be more questions than for the "Supplemental" insurance, and may include some medical tests.

For more information, contact your financial professional.

How do I decide what to do?

- 1. Always take advantage of free "Basic" employer-provided coverage.
- 2. Determine how much insurance you'd like to have.
 - Online calculators can help determine the right amount. Or, you can work with a licensed insurance professional.
- 3. Get quotes for both "Individual" and "Supplemental" group life insurance for the coverage needed in addition to the "Basic" employer policy.
 - Get an "Individual" life insurance policy quote from a licensed insurance professional.
 - Get the price for "Supplemental" coverage from your employer benefits office.
- 4. When making your decision, consider the features/benefits that are important to you.

Feature/Benefit	SUPPLEMENTAL Employer Insurance Policy	INDIVIDUAL Insurance Policy
Convenient/ Least Underwriting	V	
Best Price - Healthy		✓
Best Price - Less Healthy	✓	
Level Premiums		✓
Portable		✓
No Work-related Restrictions		✓
Multiple Options/ Features/Riders		V

- 1 Employee Benefits in the United States March 2022, Bureau of Labor Statistics, September 22, 2022
- ² 2022 Insurance Barometer Study, Life Happens and LIMRA, 2022
- Employee Tenure in 2022, Bureau of Labor Statistics, September 22, 2022
- ⁴ Facts About Life 2021, Workplace Benefits, LIMRA, 2021



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Your life insurance needs are specific to your circumstances.

To find the right amount of protection, consider your unique needs and resources:

- 1) Immediate cash needs upon the passing of a loved one;
- 2) Ongoing income required of the beneficiaries; and
- 3) Any existing financial resources that would be available.

When a loved one passes on, there are short- and long-term financial needs that surviving family members typically face.

A life insurance policy can help with each of these financial needs.

Immediate cash needs

These needs typically arise within the 6 months after the insured's death and include items such as:

- Funeral expenses
- Medical bills
- Mortgage payments

Ongoing income needs

These are living expenses that will need to be covered over a long period of time. Accounting for inflation is important, as well as planning for major expenses, such as:

- College tuition
- Financial help for adult children
- · Care for elderly family members
- Retirement



Let's explore in more detail the important financial areas that help you determine the right amount of life insurance coverage:

- Immediate cash needs
- · Ongoing income needs, and
- Existing resources.

Immediate cash needs

There are several different demands on cash that may happen immediately after the death of a loved one. Below is a list of several types of cash needs to consider.

Final expenses

Final expenses include much more than a funeral. The amount should account for additional costs, such as remaining medical bills, travel/lodging for relatives, and even flowers.

Emergency fund

It can take several months to settle an estate, liquidate and reposition assets, possibly sell a home and move to a new residence, and stabilize a family's income. Experts agree a general rule of thumb is to save at least three to six months' worth of expenses for unexpected emergencies.¹

Mortgage payoff

A common desire for survivors is to reduce their monthly expenses so less income is needed to cover the rest of the bills. Life insurance benefits can pay off a mortgage and help eliminate the financial strain of these monthly payments. For renters, the money can be used to buy the survivors a home and reduce their ongoing monthly housing expense.

Debt payoff

Credit cards, auto loans, student loans and other forms of debt can be paid off in order to provide the surviving family the best options for their financial future.

Ongoing income needs

Once immediate cash needs are taken care of, insurance can then be used to provide the funds necessary to meet the surviving family's ongoing income needs. There are several ongoing income needs that should be considered.

Household income needs

Think about how much survivors need to keep the household running without the mortgage: homeowner's insurance premiums, property taxes, utility bills, groceries, clothing, entertainment, and transportation expenses (e.g., auto insurance, gas, auto maintenance).

Minor children

Review the growing expenses associated with raising minor children. Money should be set aside for childcare needs, especially if a single-parent household requires the parent to work. Extracurricular expenses should be considered such as sports, scholastic programs, scouting, summer camps, and other activities.

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Ongoing income needs, cont.

Education fund

Providing an educational fund can be a big priority and expense. In addition to tuition, fees, room and board, there are expenses such as textbooks, laptops, travel, and more. College education costs are experiencing significant inflation, that you may want to account for in your planning.

ANNUAL COLLEGE EXPENSES	Public four-year (in-state)	Private four-year
Tuition and Fees	\$10,740	\$38,070
Room and Board	\$11,950	\$13,620
TOTAL	\$22,690	\$51,690

Note: The prices shown are for one academic year.² Multiply by four to cover the costs of a typical bachelor's degree.

Dependent parents

Do you have a parent that requires assistance or financial support? Setting aside an amount to provide an income stream for an aging parent may help offset a significant financial burden for surviving family members.

Existing resources

Before a final life insurance amount is determined, it is important to evaluate not just your needs, but also the financial resources at your disposal.

Social Security benefits

If you have contributed to Social Security, then you are entitled to more than just the "retirement" benefits. There are three forms of "survivor" benefits as well.

- Surviving spouse may be entitled to a portion of your retirement benefits when the spouse reaches retirement age
- 2) Dependent children Each child under the age of 18
- 3) Surviving parent of any of your dependent children Benefits continue until the youngest of these children turns 16

Each of these benefits is calculated separately. If your surviving family is scheduled to receive multiple benefits (for example, a parent's benefit and three children's benefits), then they will be added up and compared to a "family maximum." Your surviving family will receive the lesser of the combined benefits or the family maximum. All of these benefits are adjusted for inflation.

These calculations are complex and estimating the value for your situation will require special calculators. You can visit www.ssa.gov to create your own estimate, or meet with a licensed insurance professional to help you determine your benefits.

Calculating the "income fund"

There are many online calculators that can help determine the "right" amount of life insurance for your situation. A life insurance professional can also assist with sophisticated analysis tools to help you.

In general, the calculators work by first determining how much you think you can reasonably earn in an account for the duration of the income need. For example, if you estimate that you can earn 5%, then to provide \$2,000/month (\$24,000/year) to your family for 20 years, a \$300,000 insurance benefit would be necessary.

No one can guarantee what rate you will earn if and when an untimely death occurs. Keep in mind that a low rate will be more conservative – and easier to acquire – than a higher one.

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Existing resources, cont.

Spousal earned income

If you have a surviving spouse, that spouse may be able to offset some of the income needs with earned income. Of course, if there are dependent children, you may wish to include additional childcare expenses.

Existing life insurance

You may have purchased life insurance in the past that may still make sense for you to keep. You may also have life insurance benefits available to you through your employer or an association with which you are affiliated.

Existing assets/accounts

Consider other assets as well. If you own rental real estate that your surviving family would not be willing or able to manage, then the net sale price of these assets can be applied to your needs. Generally, if you have a surviving spouse, then any retirement assets should be held for that spouse's ultimate retirement. If you do not have a surviving spouse, then you may wish to calculate the aftertax value of these assets for use by those caring for surviving dependent children.

Adding it all up

So, how much insurance do you need? It is a number that is very specific to your circumstances.

FIRST:

Immediate cash needs

+ Ongoing income needs

TOTAL needs

THEN:

Total Needs minus existing resources, including:

- Social Security benefits
- Spousal earned income
- Existing life insurance
- Existing assets/accounts

TOTAL life insurance needs

While there are many online calculators that can help you determine your life insurance needs, a life insurance professional can help answer questions such as:

- How long should I provide a household income?
 - Until my children are grown?
 - Or, until my spouse's retirement?

Consider that the amount may be different for each head of the household.

Consider these types of life insurance to start planning

There are two major kinds of life insurance:
Term and Permanent.

Term insurance is the least expensive, but it lasts for only a set period of time (a "term" of years). You can find policies that have 5-year, 10-year, and even 20-year terms and more. Longer term policies may not be available to you if you are older.

Permanent insurance is

designed to last for a long time – until age 85, age 100, even age 131 – and are generally available to most ages. For this reason, permanent insurance can be more expensive.

For many, a combination of products may make sense. For example, term life insurance can address needs that are short-lived – like supporting dependent children. Permanent insurance can help with needs such as final expenses, emergency funds and ongoing household income needs.

² College Board, Trends in College Pricing and Student Aid 2021, October 2021



For more information, contact your financial professional.

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¹ Wells Fargo, Saving for an emergency, https://www.wellsfargo.com/financial-education/basic-finances/manage-money/cashflow-savings/emergencies (accessed May 1, 2022)



Mark and Juanita's story

Protecting what matters

Mark and Juanita were high-school sweethearts who had the good fortune of turning that young love into a strong marriage. Mark worked hard in the oil fields, gone for weeks at a time, while Juanita worked full-time back home. As they looked forward to raising a family, they knew they wanted protection for the "what ifs" in life, and that's what lead them to consider life insurance. Like many couples starting out, Juanita admits they didn't have a lot of money, but they sat down with their insurance professional and he helped them get life insurance policies that fit their budget.

Their financial professional also suggested they get a waiver of premium rider on their policies. This would ensure if they became disabled and unable to work that they wouldn't have to pay the premiums on their policies. The couple agreed, and it's a good thing they did. When Mark reached his late 40s, what his doctors initially thought was reoccurring pneumonia was in fact a serious type of lung disease. Doctors said he would need a double lung transplant. That's when their financial professional reminded the couple of the living benefits of their life insurance. Because Mark was ill and unable to

work, the waiver of premium kicked in, and they no longer had to pay the premiums on his policy. Additionally, because of Mark's grave prognosis, they were able to tap into the policy's living needs benefit. It allowed the family to continue on financially.

"We were able to use money from his life insurance policy while he was alive," says Juanita. "It allowed me to pay the mortgage and bills we were falling behind on, as well as the mounting medical expenses."

Unfortunately, despite the transplant, Mark died three-and-a-half years later. The remaining death benefit from the policy continued to help Juanita as she navigated her life and finances without her husband. "The life insurance helped us while Mark was alive and continued to help me after he was gone. I can't imagine what my life would be like now without it," she says.

For more information, please contact your financial professional or visit equitable.com.

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Fact *not* Fiction:

Life insurance is an easy decision

Purchasing life insurance should be an easy decision, but it's often mistakenly associated with a complicated application process and high costs — let us help you determine fact from fiction.

Fiction	Fact
"I need to go through the hassle of going to the doctor to complete my application for life insurance, and it will take months to hear if I am approved."	At John Hancock, it is possible to secure this important coverage without needing a medical exam. Plus, some policies may even get issued in as little as 7 days! BONUS: John Hancock offers several electronic application options that allow you to conveniently and privately enter your information.
"Life insurance is really expensive. I can't afford it."	Overestimating the cost of life insurance is common — in fact, people typically overestimate the cost by 3X. ¹ At John Hancock, we can help you lower the cost even more. With our John Hancock Vitality program, you can save up to 25 % ² on your premiums. BONUS: John Hancock is the only life insurance carrier that gives customers control of their premium to lower the cost.
"The only benefit of life insurance is the death benefit, and that's years away."	At John Hancock, we believe life insurance is about living . Our Vitality program rewards you for everyday healthy activities like going for a walk, visiting the dentist, buying healthy food and more. Reward partners include Apple, Amazon, Expedia, and REI, among others.
	BONUS: Retail and healthy living rewards are in addition to premium savings of up to 25% for engaging in the Vitality program. Vitality is available with all types of life insurance offered by John Hancock.

For more information, please contact your **financial representative**.

- 1. According to 2022 LIMRA research.
- 2. Premium savings are in comparison to the same John Hancock life insurance policy without Vitality PLUS. The level of premium savings are cumulative over the life of the policy and will vary based upon underwriting status, issue age, policy type, the terms of the policy and the Vitality Status achieved. Premium savings are only available with Vitality PLUS.

Policy issuance is not guaranteed as any life insurance purchase is subject to completion of an application, including health questions, and underwriting approval. John Hancock may obtain additional information, including but not limited to medical records, to evaluate the application for insurance; and after the policy is issued, to identify any misrepresentation in the application.

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For most people, life insurance is an essential component of a sound financial plan. You may already know it provides a tax-free way to help ensure your family is taken care of financially after you're gone. But life insurance is a versatile tool that can do more than pay off debt and help your family maintain their lifestyle. It can also help fund your kids' college education, round out your retirement plan, and more.

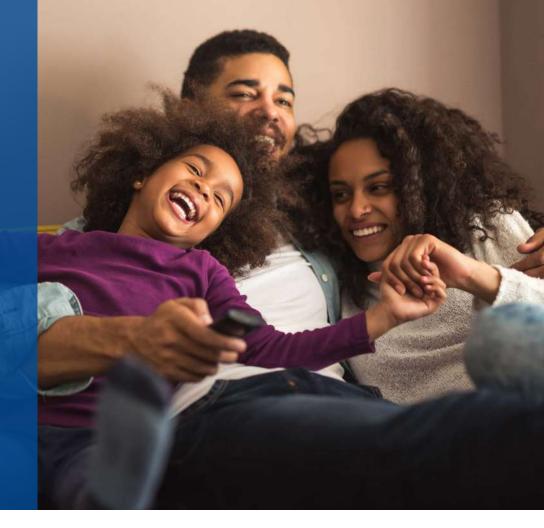


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The language of life insurance

Whether you're learning about life insurance for the first time or just need a refresher, here are definitions to some key terms.

THE BASICS

Life insurance	Policy owner	Insured	Beneficiary
A legal contract that pays a benefit upon death of the insured.	Person or entity that owns an insurance policy and has the right to exercise all privileges under the contract of insurance. A policy owner may or may not be the insured or the beneficiary of the policy.	The person whose life is covered under the policy.	The person or financial entity (for instance, a trust) named in a life insurance policy as the recipient of policy proceeds in the event of the insured's death.

HOW IT WORKS

Underwriting	In force
Guidelines used to determine the insured's eligibility for coverage, how much coverage is available, and what it will cost. Underwriters review financials, medical history, and occupational duties.	Indicates that a life insurance policy is in effect. It means the application process is over and your policy would now pay the death benefit if something were to happen to you.

POLICY DESIGN

Rider	Accelerated death	Waiver of	Conversion
	benefit rider	premium	privilege
An amendment that expands or restricts a policy's benefits. Selecting or forgoing riders will affect the cost of the policy.	Enables the insured to receive a specific percentage of the death benefit prior to death, should they be diagnosed with a chronic or terminal illness. The death benefit is reduced when this rider is applied.	Rider or provision included in most life insurance policies that allows the insured to stop paying premiums after they've been disabled for a specified period of time, usually six months.	A plan guaranteeing the insured's right to convert the policy to a permanent policy at the same insurability rating within a specified time limit.

COST/BENEFITS

Premium	Death benefit	Cash value
The periodic payment required to keep an insurance policy in force.	The amount of money payable to the beneficiary as a result of the death of the insured.	Also known as cash surrender value, this is the amount of money available if the policy is canceled before it becomes payable upon death or maturity.

Five life insurance myths

Many people have misconceptions about life insurance that prevent them from getting enough (or any) coverage. Here are some of the most common life insurance myths—and the facts.

Myth 1

You only need life insurance if you have kids.

Life insurance isn't just for people with children. Even those without kids may leave behind joint debts, funeral expenses, and other bills that need to be paid.

Life insurance can also give a spouse income replacement during a difficult time, and can complement an investment portfolio.

Myth 2

Life insurance is just for "older" people.

Younger individuals are usually less likely to die, right? But they're also much more likely to leave behind a younger family that may struggle financially in the event of a loss.

The younger you are, the more likely you are to be healthy, and you may qualify for better rates. If you purchase a policy now, you guarantee the existing coverage if something happens to you.¹

Myth 3

I have enough life insurance through work You may not have sufficient life insurance through your employer—especially if you have dependents or major debts.

What if something unexpected happens and you lose your job? This could leave you without coverage. Taking a little time to plan now can make all the difference when life throws a curveball.

Myth 4

Life insurance is expensive.

Life insurance can be more affordable than you might think.

An industry study found most people overestimate the cost of life insurance by more than three times the actual cost.² Life insurance comes in many shapes and sizes to match your needs and budget.

Myth 5

Buying term insurance is always best.

It's true that a term life policy can be less expensive in the short term. However, the cost of coverage with other types of policies that provide a cash value may end up being less over time.

Many policies allow you to convert a term policy to a permanent policy at the same insurability rating within a specified time limit. So the earlier you buy, the better off you may be.

Types of life insurance

There are two primary types:

Permanent

Coverage you can't outlive as long as you pay your premiums. It allows you to build cash value you can use while you're alive in whatever way you see fit. There are a wide variety of permanent insurance options that can be paired with term coverage or used alone to fit your unique needs.

Term

Coverage that lasts until a certain age or for a certain time period. Your policy might provide coverage for anywhere from one to 30 years. After that time, you would have the choice to renew the policy or let the coverage end. Term insurance tends to be less expensive.

Permanent life insurance options

Whole life³	Universal life	Indexed universal life	Variable universal life
 The oldest form of permanent life insurance Offers a fixed, level premium and a fixed, level death benefit for life Provides a guaranteed cash value that typically grows enough to equal the death benefit at age 100 	 Delivers flexible premiums and death benefits Usually includes a cash value account that accumulates at a floating rate of interest declared by the insurance company with a minimum rate guarantee Focuses on providing guaranteed death benefits or accumulating cash values, depending on policy owner's needs 	 Offers the same benefits as traditional universal life insurance but uses a different method for crediting the policy's cash value Credits interest to the cash value based on the movement of a specific stock market index or indexes over a specific period of time Allows the possibility of higher cash value accumulation in the long term 	 Combines the flexibility of universal life with the performance of investment accounts, and has the ability to outperform or underperform other policy types depending on account performance Offers flexible premium and death benefit Directs net premium to investment subaccounts, with potential growth in cash value and death benefits tied to the accounts' performance

Determining the right type for your unique needs

So now that you have a better feel for your life insurance options, how do you choose?

Take action: If you've come this far, it may be a good time to get in touch with your financial professional to analyze your unique needs and help you come up with a tailored solution.

Which type is most appropriate for you to buy?

While there are many factors involved in this decision, for most people it comes down to three key issues:

- Duration of your need
- Personal risk tolerance
- Cost that may fit your budget

Life insurance decision tree

Use the chart below to see what type of life insurance may be the right fit for you.

	Less t	han 15 years	
	Tern	n insurance	
	15 ye	ars or more	
	High risk tolerance	Medium risk tolerance	Low risk tolerance
Higher cost	Variable universal life insurance	Variable universal life insurance	Whole life
Medium cost	Indexed universal life insurance	Indexed universal life insurance or universal life insurance	Universal life insurance with additional guarantees as to death benefit
Lower			Universal life insurance or term insurance

Replacing existing life insurance coverage

Whether it was a policy your parents bought when you were a child or old term coverage that no longer meets your needs, you may have existing life insurance to factor into your decision-making. Some policies may still be perfectly appropriate and complement your financial professional's recommendations. Others may not be worth keeping if there's a more affordable way to meet your current and future needs.

See two real-life examples



MATEO, 45, owns a \$500,000, five-year term life policy issued eight years ago at non-smoker preferred rates by an A-rated⁴ company. The policy has renewed for a slightly higher premium for the second five years.

Possible reasons to replace

- New coverage has everything old coverage has, but is considerably less expensive.
- Mateo would like to purchase some or all of his coverage with cash-value insurance.
- Mateo wants to add to his coverage, and it makes sense to keep it in one policy to save on fees.
- Mateo wants to take advantage of some new riders and features available in the new policy that aren't included in his current one.

Cautions or reasons not to replace

- If Mateo's health has changed, he may no longer be insurable at favorable rates, if at all.
- Mateo's current insurance company offers significant incentives to convert his term policy to its cash-value products, which are competitive.
- To protect insurers from fraud, clauses are typically in place for the first two years of a policy that can invalidate the coverage. Under extreme circumstances, a death benefit might not be paid. Those clauses have expired on Mateo's policy, and while it's rare a payout would be challenged, Mateo values the peace of mind that comes with those clauses no longer being in place.
- Mateo has riders and features in his current policy that he wants to keep, but they aren't available in the new policy.



PRIYA, 45, owns a \$500,000 variable universal life policy issued eight years ago at non-smoker preferred rates by an A-rated⁴ company. Most of the previously outlined issues with replacement of the term insurance apply, plus the following:

Possible reasons to replace

- Values have significantly decreased, and the policy is in danger of lapsing.
- Priya is tired of seeing her cash value go down and wants to get into a more conservative policy.
- Priya had to take some large loans against her cash value, and the loan interest plus the policy costs are eating up her remaining values.

Cautions or reasons not to replace

- If Priya's health has changed, it may be better to keep her policy in force by paying additional premium.
- Paying back the loans, if possible, may be a better solution than purchasing a new policy.

Please note these are just some of the variables that should be examined prior to replacing existing life insurance policies. Principal financial professionals are trained to help you examine these issues as part of the overall planning process.



Contact your financial professional today or go to **principal.com.**

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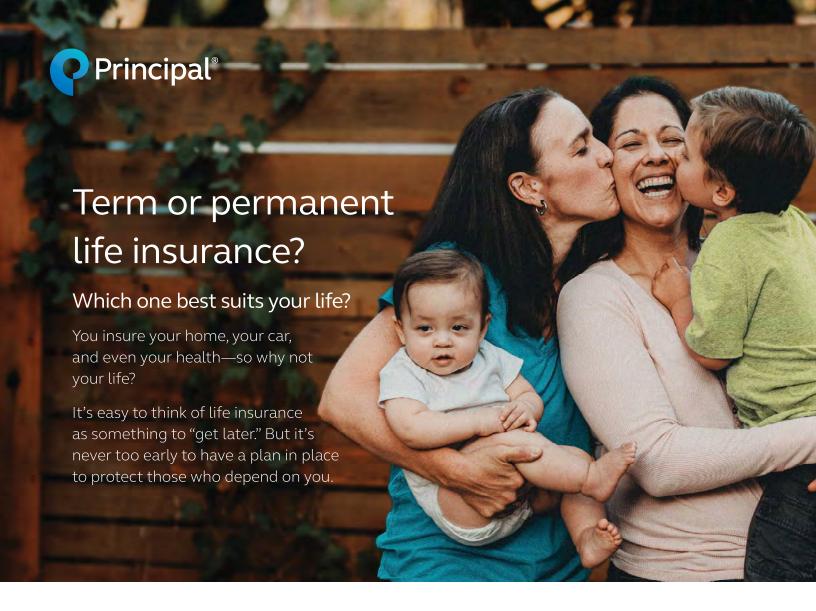
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Life insurance can be used in times of need. Like providing additional financial security for your family after you're gone. Or allowing you to save more for the big expenses in life—like college tuition or your retirement. And helping protect your business by delivering benefits to key employees. So how do you decide what type of life insurance to purchase?

- > **Term insurance** provides coverage to help meet your unique needs, like protection for your family, mortgage, or maybe a business loan.
 - You choose the length and amount of protection.
 - Your payments stay the same until the end of the term.
- > Permanent insurance provides coverage designed for lifetime needs, such as:
 - Helping protect what matters most after you're gone
 - · Paying fewer taxes in retirement
 - Helping cover unexpected health issues
 - Accumulating tax-advantaged savings
 - Filling retirement gaps

Permanent life insurance can also accumulate cash value to help with lifetime needs. Every time you make a payment, part of it goes toward insuring your life, while part of it becomes cash value you can access when needed through a loan or withdrawal.

Deciding what's most important to you can help when choosing your plan.

Do you want to protect **short-term needs** and stick to a **budget?**

Term life insurance

can offer you a lower-cost solution.

Do you want the **flexibility** to adjust your coverage and payment for life's **what-ifs** down the road?

Permanent life insurance

can offer you a lifetime protection solution.



Contact your financial professional today or go to principal.com.



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Family Financial Needs Analysis



Determine how much money your family would need if you or your spouse were no longer around to provide for them. Life insurance can help meet these needs.

Name Date

	Amount
Income Replacement Estimate the income that would need to be replaced to maintain your family's standard of living. (Monthly income \$ x 12 x years.) Keep in mind social security benefits when determining lifetime income needs.	\$
Outstanding Debts Debts must be paid before heirs can receive any inheritance. What is the total of all outstanding bills, loans, and credit card balances?	\$
Housing Expenses Enter your mortgage balance or calculate the cost of your monthly rent for a specific number of years. (\$ monthly x years)	\$
Education Estimate amount needed to fund the education of children or grandchildren in the event of your death.	\$
Emergency Expenses If you do not already have emergency savings, estimate how much your family would need to cover three to six months of expenses.	\$
Final Expenses Estimate expenses your survivors will face at your death, such as funeral expenses, medical bills, administrative costs, legal fees, estate taxes, and income taxes.	\$
Legacy If you have a plan to leave a legacy for your family or charity, how much do you estimate you will need?	\$
Subtotal	\$
Minus savings, investment assets, qualified funds, and current life insurance	\$
Total amount of life insurance needed	\$
Don't forget your spouse needs coverage too! Other than income and amount of cinsurance, the amount of life insurance your spouse needs is very similar.	urrent life

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