Give More Than Love
SALES KIT

In this kit:
Social media images | Consumer guides | Sales ideas

PINNEY INSURANCE
PINNEYINSURANCE.COM | 800-823-4852
2266 LAVA RIDGE COURT | ROSEVILLE, CA 95661

Give More *than* Love

SALES KIT

Give More than Love
Social Media Posts & Sharable Graphics

Posts for Facebook and LinkedIn

Post with any of the images linked on the next page.

You can only get life insurance BEFORE you need it. Make today the day! I can help.

This Valentine's Day, surprise your loved ones with a secure financial future. I can help - contact me for a free life insurance quote.

40% of people *haven't* bought life insurance because they don't know how much they need or what kind to buy. I can help - contact me for a free quote.

Who says life insurance isn't romantic? It's the only gift that means you'll still love them even after you're gone.

People without life insurance overestimate the cost by 3X! Don't go without because you think it costs too much. It probably doesn't - and I can help you find out.

Life insurance is there to support the ones you love if something happens to you...but only HALF of millennials own life insurance! Don't be part of that statistic.

Shorter Posts that Work Well for Twitter

Post with any of the images linked on the next page.

1 in 3 wish their spouse/partner had life insurance...or more coverage. Got #lifeinsurance this Valentine's Day?

If people depend on you financially, you NEED #lifeinsurance.

Need help figuring out how to buy #lifeinsurance? It's my job to help!

1/3 of people haven't bought #lifeinsurance b/c they haven't gotten around to it. No time like the present!

40% haven't bought #lifeinsurance b/c they don't know how much to get - let me help!

Give More *than* Love

SALES KIT

Images: 1200 x 628 pixels

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

Give More *than* Love

SALES KIT

Legal & General Social Media Images: 1200 x 600 pixels

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

REACHING CLIENTS WHERE THEY ARE

A PRE-BUILT SOCIAL MEDIA CAMPAIGN FOR YOUR BUSINESS

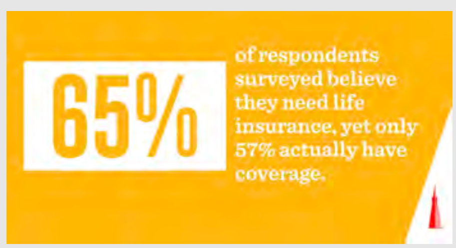
We live in unprecedented times, reminding us just how important it is to protect who we love and what we cherish. The global pandemic has prompted many to rethink their life insurance protection needs, with 66% of people citing COVID-19 as a major wake-up call to the importance of life insurance.*

To help you connect with clients during this time of great need, we've prepared a social media "campaign in-a-box" for your business. You'll find everything you need in this flyer. To maximize engagement, there are several best practices to be aware of:

- Post 2-3 times per week (any more and you risk overwhelming clients)
- While all these posts are Transamerica-approved, it's highly recommended you run the content by your compliance department before posting
- Consider "boosting" these posts to increase their reach and engagement potential (See course 301 on our Social Media University)
- If you need more assistance with your posts, see course 101 on our Social Media University at transamerica.com/lp/social-media-university

GET STARTED NOW:

- Download the images
- Copy and paste suggested copy to your social media platforms
- Upload downloaded image to post
- Publish and respond to any comments

COPY AND LINKS	IMAGES
The Meaning of Life Insurance COVID-19 has made one thing very clear: we need to expect the unexpected. In the event of the sudden passing of a loved one, we need to be financially prepared. Learn more about the factors that go into determining your life insurance coverage needs: https://knowledge-place.wealthmeethealth.com/individual/be-smart/article/whats-the-meaning-of-life-insurance/	 DOWNLOAD IMAGE

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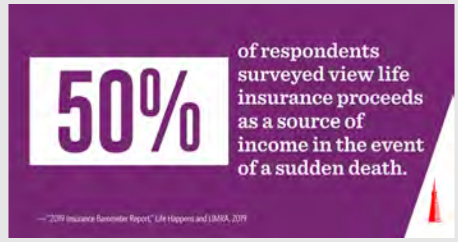
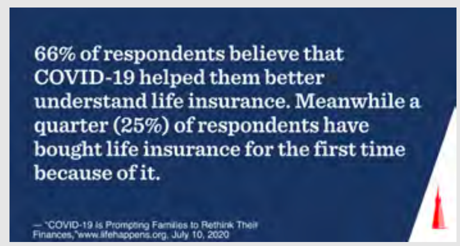
COPY AND LINKS	IMAGES
Term vs. Whole Life When it comes to securing your family's quality of life, there are many factors to consider when choosing life insurance coverage. Message me to find out what type of policy might be best for you. https://knowledge-place.wealthmeethealth.com/individual/be-smart/article/term-whole-life-which-one-is-right-for-you/	 DOWNLOAD IMAGE
What's the Meaning of Life ... Insurance COVID-19 is making some of us take another look at the meaning of life. Message me today to learn more: https://knowledge-place.wealthmeethealth.com/individual/be-smart/article/whats-the-meaning-of-life-insurance/	 DOWNLOAD IMAGE
This is Your Life: Insure It Amid COVID-19, being prepared for the unexpected has never been more important. Click to learn how you can protect the life you've been working so hard to build: https://knowledge-place.wealthmeethealth.com/individual/be-smart/article/this-is-your-life-insure-it/	 DOWNLOAD IMAGE
Annual Review Post September is Life Insurance Awareness Month. This is a great time to make sure the life insurance coverage you have still works for you. Message me to complete an annual review. https://www.transamerica.com/individual/what-we-offer/products/insurance/	 DOWNLOAD IMAGE

For more information on social media best practices, please visit transamerica.com/lp/social-media-university/.

* "COVID-19 Is Prompting Families to Rethink Their Finances," Life Happens, 2020

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TRANSAMERICA®

Thinking about life insurance?

Do I need life insurance?

Many people wonder if they need life insurance. If you're not sure, ask yourself this question: Will someone in my life suffer financially if I pass away? If the answer is yes, you probably need life insurance.

What can life insurance do?

Did you know?
The average annual tuition fee for degree programs at public institutions in North America ranges from $5,000 to $15,000[1]

Life insurance can help:

- Cover the cost of postsecondary education for your children
- Provide money for burial or other final expenses
- Cover your debts, taking the burden off family members
- Provide a nest egg for your family or a favorite charity
- Ensure your family members can stay in their home

Top reasons consumers purchase life insurance[2]

53%	48%	21%	21%	11%
replace income	cover final expenses	guarantee mortgage payments	transfer wealth to family	fund postsecondary education

What kind of life insurance do I need?

Finding the right product for you depends on your age, your debts, the age of your dependents and your long-term financial goals. Most life insurance products fit into two categories:

Term life insurance

- A fixed premium and a set amount of coverage
- Intended for a specific term (e.g. 10 years)
- Designed to pay a benefit if you pass away during the time period

Permanent life insurance

- Intended for the rest of your life
- Designed to pay a benefit no matter when you pass away
- Some products have flexible premiums, investment components or cash surrender values

How much do I need?

Everyone's situation is different but you may need up to 7 times your salary. Consider the following:

1. Current expenses (monthly bills, mortgage, car payments, etc.)
2. Future expenses (postsecondary education for your children)
3. The impact your loved ones will feel if your salary were to disappear

I'm ready to buy life insurance. Now what?

A qualified sales professional can take the time to carefully assess your situation and work with you to find the right products. Then you'll take the following steps:

- Complete an application with things like name, address, height, weight, lifestyle
- The life insurance provider reviews your application to determine your risk and your premiums
- If your application is approved, the life insurer will issue you a policy and you'll start paying premiums.

Did you know?
80% of consumers overestimate the cost of life insurance[3]

Do I need a medical exam?

Depending on the product you choose, you may be required to have an in-person medical exam in which a licensed healthcare professional will take samples and ask further questions about lifestyle and medical history. The insurer may also order your medical records for review.

I need more information

Foresters™ is an international financial services provider with a purpose to champion family well-being. For more information on Foresters life insurance products, or to speak with a life insurance representative in your area, visit foresters.com

Foresters Financial

[1] Tuition costs of colleges and universities. National Center for Education Statistics (2012)
[2] LIMRA – Understanding Life Insurance Buyers and Non-buyers, 2012
[3] LIMRA 2014 Insurance Barometer Study

Life events and life insurance

Major milestones such as getting married, buying a house or starting a family can have large impacts on your financial situation. Because of this, your life insurance needs can change significantly over the course of your life. Whether you're just starting out, starting a family or planning for retirement, having the right life insurance can help you provide for the people who depend on you.

Did you know?

41% of all life insurance purchases are life event related[1]

Just graduated

If you're just out of school and you don't have any dependents, you probably aren't thinking about life insurance. But it's important to protect the people that are helping you out along the way. Life insurance can protect co-signers from acquiring your student loans and other debts[2], and as an added benefit, buying a policy at a young age may result in lower premiums.

Did you know?

The class of 2015 will each graduate with approx. $35,000 in student debt.[3]

Getting married

You vowed "till death do us part", but could your spouse actually handle your financial obligations if that were to happen? Life insurance can help your partner maintain their standard of living should you pass away. If you run the household instead of going to work, life insurance can help your spouse cover the cost of childcare and other household duties in your absence.

Did you know?

The work of a stay-at-home mom has been valued at over $100,000 per year.[4]

Buying a house

Mortgage payments, utilities and maintenance costs add up fast! So ensure that your home won't become a burden for your dependents and beneficiaries. Options like a term policy can provide coverage based on the duration of your mortgage, while a permanent policy can protect your investment and also develop savings.

Did you know?

¼ of Americans say a main reason they purchased life insurance is to help pay off their mortgage.[5]

Starting a family

There's just no way around it, kids are expensive! The costs of childcare, food, clothing, sports and tuition will be significant, especially for a single parent. Life insurance can preserve the life you've built for your family and ensure they still have access to all the opportunities you've envisioned for them.

Did you know?

It costs an average of $245,000 to raise a child to the age of 18 and that doesn't even include paying for college.[6]

Getting divorced

Even though separating parents may be preoccupied with dividing assets, it's important not to neglect life insurance needs during the settlement. Purchasing a life insurance policy can help ensure that funds are available to cover the income of the spouse responsible for paying child support or cover the cost of childcare if the primary caregiver passes away.[7]

Did you know?

A contested divorce can cost up to $100,000 in legal fees alone.[8]

Supporting kids and parents

You're sandwiched between your grown children and your aging parents, and you're really feeling the financial pinch. A term policy can help protect all the loved ones who are dependent on you. Or you might consider a permanent life policy that can help you save for future medical expenses, your child's tuition and your retirement.[9]

Did you know?

About 15% of middle-aged adults are providing financial support to both an aging parent and a child.[10]

Planning for retirement

Life insurance may be an important part of your retirement plan, especially if you're entering into retirement with debts or are continuing to work part time and your spouse relies on that extra income. Life insurance can also provide the opportunity to generate accumulating cash value that can be used as additional income in retirement.

Did you know?

More than 40% of American life insurance owners purchased it to help supplement their retirement income.[11]

Beat the odds and make life insurance a priority

Many Americans are still placing other priorities ahead of purchasing life insurance[12]:

- 29% of Millennials save for vacation over purchasing some, or more, life insurance
- 23% of Gen Xers prioritize paying for leisure activities like eating out over buying life insurance
- Nearly 50% of Americans 65 years and older prioritize expenses such as internet, cable and cell phone ahead of buying life insurance
- Nearly 60% of Millennials prioritize expenses such as internet, cable and cell phone ahead of buying life insurance

Need more information?

If you've reached a major life event and would like to learn more about Foresters life insurance products, click here.

Foresters Financial

[1] 2013 Life Insurance Awareness Month
[2] Lerner, M. (2012, September 14). Life Insurance If You Have Student Loans | Bankrate.com
[3] Berman, J. (2015, May 9). Class of 2015 has the most student debt in U.S. history
[4] Goudreau, J. (2011, May 2). Why Stay-At-Home Moms Should Earn A $115,000 Salary
[5] 2015 Insurance Barometer Study, Life Happened and LIMRA
[6] US Department of Agriculture: 2014 Expenditures on Children by Families Report
[7] Dierking, N. (2013, February 1). Planning Your Life—And Your Life Insurance
[8] Clark-Ney, C. (n.d.). How Much Does Divorce Cost?
[9] Miller, K. (2014, May 20). Don't forget the 'sandwich generation'
[10] Wilson, P., & Shaub, M. (2014, April 29). Who is the Sandwich Generation?
[11] 2015 Insurance Barometer Study, Life Happened and LIMRA
[12] 2015 Insurance Barometer Study, Life Happened and LIMRA

SECURITY THAT'S CLOSE TO HEART

A FIELD GUIDE TO TERM LIFE INSURANCE

TRANSAMERICA®

DO YOU NEED LIFE INSURANCE?

If you passed away unexpectedly or survived a medical emergency, like a heart attack, would you or your loved ones have trouble paying the bills?

Planning for life's unpredictability is a challenge. The good news is that there's life insurance for protecting yourself and those you love, should the unexpected happen.

Protect the ones you love.

THERE ARE A NUMBER OF KEY MOMENTS IN LIFE THAT MAY TRIGGER THE NEED FOR TERM LIFE INSURANCE

GETTING MARRIED | THE BIRTH OF A CHILD | BUYING A HOME | AGING FAMILY MEMBERS

WHAT ARE YOUR NEEDS?

You provide your family with love, advice, and everything they need. But if something happened to you, what would your family do?

How much would they need just to pay the bills and replace your income? This worksheet will help you get a clear understanding of the bigger picture.

DEATH & DEBT

Amount needed to pay off any outstanding debt
(auto loan, credit card, student loan, final expense costs, etc.) **$**

INCOME

Amount needed to replace your income $ ___________ X ___________ years **$**

MORTGAGE

Amount needed to pay off any outstanding balance on your mortgage **$**

EDUCATION

Amount needed for your children's college education **$**

TOTAL NEED **$** ______________________

ASSETS

Any items of value you own that can be converted into cash.* **–** **$**

**Examples of assets include, cash and cash equivalents, real property, personal property, and investments.*

LIFE INSURANCE NEED **$** ______________________

This worksheet is a tool to assist you in estimating your basic life insurance needs. It is not intended to provide a thorough and comprehensive analysis of your life insurance needs or to recommend a specific type of coverage. The actual amount of life insurance you need will depend on several factors which you need to consider carefully. Your insurance professional can assist you with analysis of your personal circumstances.

Planning for life's unpredictability is a challenge. The good news is there's life insurance for protecting yourself and those you love, should the unexpected happen.

WHY TERM LIFE INSURANCE?

Term life insurance can help with the loss of a contributing member of the household by helping provide benefits to assist with the costs for childcare, education, mortgage expenses, and more. It can give you coverage for a competitive monthly cost, perhaps for less than your daily cup of coffee, and provide you with confidence knowing you've planned for the well-being of your family.

A TERM LIFE POLICY CAN PROVIDE:

- **A guaranteed monthly income stream** to help with the day-to-day living expenses of those left behind
- **A cash resource** to help pay unexpected medical costs that can arise from a qualifying chronic, critical, or terminal illness
- **Ability to ensure funds are distributed** the way you wish among your beneficiaries
- **Protection against the loss of a key employee** in a small or family-owned business
- **Payment** of your final expenses

THE TRANSAMERICA DIFFERENCE

Our *Trendsetter® Super* and *Trendsetter® LB* term life products can help create a financial future that you and your family can plan for. And when you think about it, that peace of mind is a powerful feeling.

Transamerica term life insurance products can provide:

GUARANTEED MONTHLY INCOME FOR YOUR FAMILY

The Income Protection Option (IPO) lets you structure your death benefit by controlling the payout amount, who receives it, and for how long — allowing for full customization. You can choose an initial lump sum, a guaranteed monthly income stream for up to 25 years, a final lump sum, or a combination of the three.

NO MEDICAL EXAM REQUIRED FOR CERTAIN AMOUNTS OF COVERAGE*

If you're looking for no-hassle coverage without a medical exam, our *Trendsetter®* products offer several options.

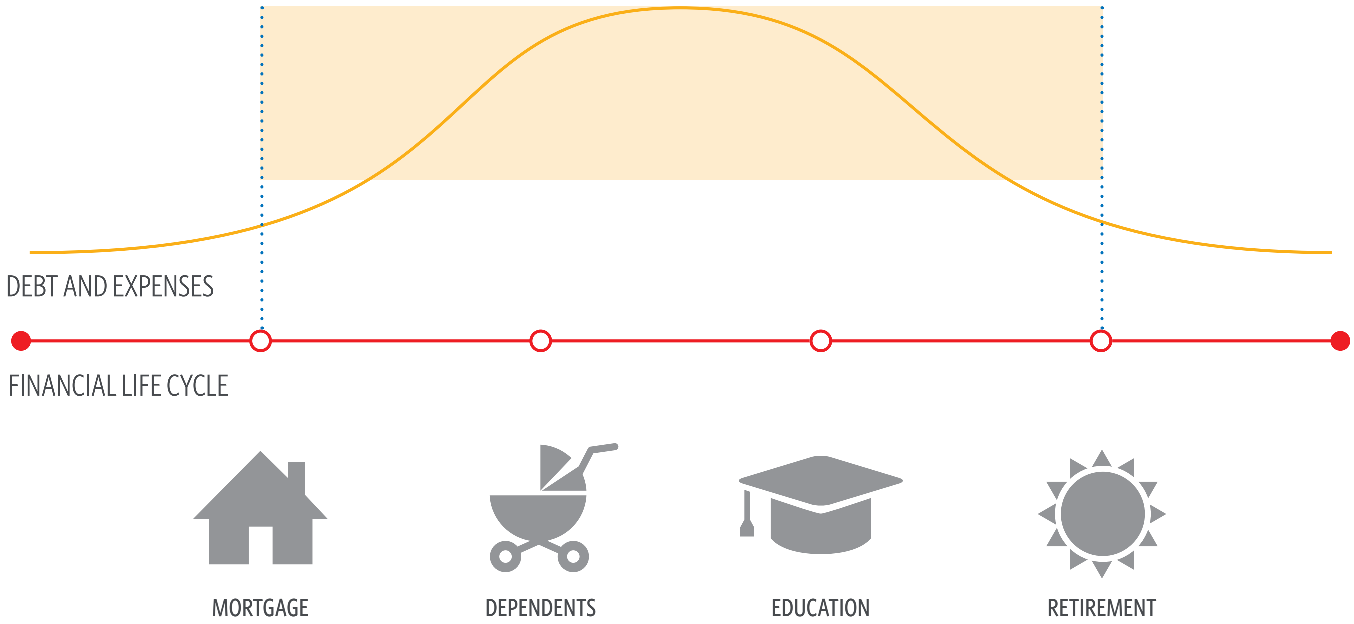
PERSONALIZE YOUR POLICY

With the options and policy riders available, you can easily customize your policy to fit your specific needs.

* No medical exams are based on the answers to health questions on the application.

All guarantees are backed by the claims-paying ability of the issuing insurance company.

TERM LIFE INSURANCE CAN HELP MEET SPECIFIC NEEDS



TRENDSETTER SUPER

PROTECTION WITH TERM LIFE INSURANCE

Trendsetter Super term life insurance benefits can be used to help meet your and your family's needs, whether it's paying the mortgage, college tuition, final expenses, or to assist with basic everyday needs. It can give you early access to your policy's death benefit, should you experience a qualifying terminal illness. Term life insurance can help your loved ones afford to live the life they've always known, should you pass too soon.

Trendsetter Super provides the flexibility to have a policy with a face amount of $25,000 to $10 million and up in coverage, and allows up to $99,999 without the need for a medical exam.

Plus, your premium is guaranteed to remain the same throughout the entire initial term period — choose from 10, 15, 20, 25, or 30 years. And the conversion privilege let's you decide whether to convert the policy to permanent life insurance without having to undergo an additional medical exam.

INCLUDED BENEFIT:

- Terminal Illness Accelerated Death Benefit Rider

ADDITIONAL BENEFITS AVAILABLE:

- Income Protection Option (IPO)
- Disability Waiver of Premium Rider
- Children's Benefit Rider (CBR)
- Accidental Death Benefit Rider

TRENDSETTER LB

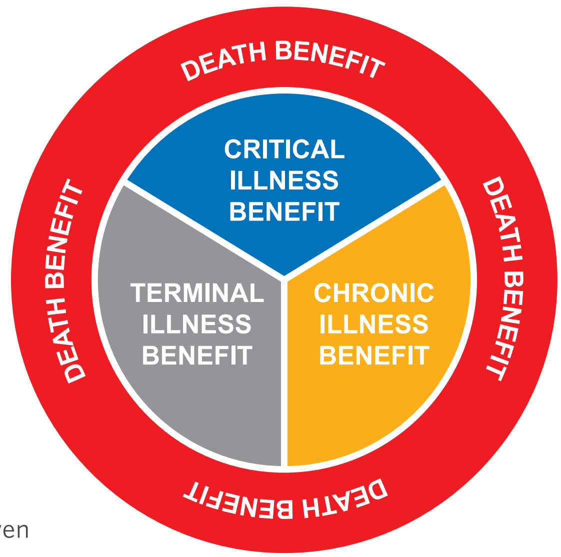
LIFE INSURANCE YOU DON'T HAVE TO DIE TO USE

Surviving a heart attack, cancer, or stroke could cause serious financial hardship for you and your family. That's where the *Trendsetter LB* with living benefits comes in.

FLEXIBILITY TO FIT YOUR NEEDS

When you're planning for the future, it's good to know you have protection when you and your family need it most, whether that means accessing your benefits while living or at the time of death.

The *Trendsetter LB* can give you early access to your policy's death benefit, should you experience a qualifying chronic, critical, or terminal illness such as stroke, cancer, heart attack, or paralysis.[1]



You will get to choose the option that best fits your goals and budget, with initial level premium period options of 10, 15, 20, 25, or 30 years.

Trendsetter LB offers face amounts from $25,000 all the way up to $2 million, with up to $1.5 million in living benefits. You can even get up to $249,999 without a medical exam.

Trendsetter LB offers you lots of options that allow you to customize the policy to fit your lifestyle with different coverage amounts, term periods, and optional add-ons.

INCLUDED BENEFITS (WHERE APPROVED[1]):

- Terminal Illness Accelerated Death Benefit Rider
- Chronic Illness Accelerated Death Benefit Rider
- Critical Illness Accelerated Death Benefit Rider

ADDITIONAL BENEFITS AVAILABLE:

- Monthly Disability Income Rider
- Income Protection Option (IPO)
- Disability Waiver of Premium Rider
- Children's Benefit Rider (CBR)
- Accidental Death Benefit Rider

When you're planning for the future, it's good to know you have protection when you and your family need it most.

[1] Benefits may vary by state.

Benefits provided through the critical, chronic and Terminal Illness Accelerated Death Benefit Rider riders are subject to certain limitations and exclusions. The actual benefit paid to the policy owner will be less than the amount that is accelerated because the amount is discounted to reflect early payment of the policy's death benefit. Administrative fees per request apply. Amounts payable under the critical and chronic illness riders vary based in part on the nature and severity of the Insured's health condition and the Insured's remaining life expectancy at the time of the acceleration as determined by the company. Riders should not be the sole basis to purchase any life insurance policy. Benefits paid under accelerated death benefit riders, including the long term care rider, will reduce the life insurance policy's death benefit and policy value. Consideration should be given to whether life insurance needs would still be met if rider benefits are paid out in full. Refer to the policy or riders for complete details.

WHICH *TRENDSETTER* IS RIGHT FOR YOU?

You can quickly compare *Trendsetter Super* and *Trendsetter LB* below. Then reach out to a Transamerica life insurance professional. We can walk you through everything you need to know — we'd love to help.

	TRENDSETTER LB	***TRENDSETTER SUPER***
TERMS		
10 years	•	•
15 years	•	•
20 years	•	•
25 years	•	•
30 years	•	•
ADDITIONAL BENEFITS AVAILABLE*		
Disability Waiver of Premium Rider	•	•
Children's Benefit Rider (CBR)	•	•
Accidental Death Benefit Rider	•	•
Monthly Disability Income Rider**	•	
Income Protection Option	•	•
ACCELERATED DEATH BENEFIT		
Terminal Illness	•	•
Critical Illness	•	
Chronic Illness	•	
NO MEDICAL EXAM REQUIRED		
up to $99,999 face amount		•
up to $249,999 face amount	•	
MEDICAL EXAM REQUIRED***		
$100,000 to $10,000,000 and up		•
$250,000 to $2,000,000	•	

* Certain riders are available at an additional cost. Riders and rider benefits have specific limitations and may not be available in all jurisdictions. For complete details including the terms and conditions of each rider and exact coverage provided, please consult Transamerica Life Insurance.

** The Monthly Disability Income Rider is not available for the *Trendsetter® LB* 10- year term life insurance policy.

*** Issuance of the policy may depend upon the answers to the health questions on the application.

WHY TRANSAMERICA?

While you'll never know when the unexpected could happen, we can help you plan for it. We're passionate about helping you and your family achieve financial well-being at every stage of life.

Contact a Transamerica insurance professional today. Together we'll create solutions to help you pursue a bright financial future.

transamerica.com

We're passionate about helping you and your family achieve financial well-being at every stage of life.

TRANSAMERICA®

Protect yourself and the ones you love.

Visit: transamerica.com

Trendsetter® LB is a term life insurance policy, Policy Form ICC16 TL23 or TL23 issued by Transamerica Life Insurance Company, Cedar Rapids, IA. **Premiums increase annually beginning in year 11 for the 10-year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy**. Policy form and number may vary, and this policy and the riders may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting. In most states, in the event of suicide during the first two policy years, death benefits are limited only to the return of premiums paid. In most states, in the event of suicide during the first two policy years, death benefits are limited only to the return of premiums paid.

Trendsetter® Super Series are term life insurance policies issued by Transamerica Life Insurance Company, Cedar Rapids , IA 52499. Policy Forms ICC16 TL24, TL24. **Premiums increase annually beginning in year 11 for the 10- year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy.** Policy form and number may vary, and this policy and the riders with this policy may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

Not available in New York.

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WEATHER ANY STORM

40%

of Americans don't have cash on hand to cover a $400 emergency expense.[1]

3-6 months

It's generally recommended you have enough savings to cover up to six months of living expenses in case of an emergency.[2]

Things to consider:

- Are you prepared financially for a job loss or medical emergency?
- Budget to put 10% of each paycheck into an emergency savings account with an automatic transfer.
- Calculate your monthly essential expenses to know how much to save.
- Prioritize building an emergency fund before paying extra toward debt — an emergency could put you in more debt.

[1] "40% of Americans Can't Cover A $400 Emergency Expense," CNN Money, May 2018.
[2] "How Much Money Should You Have in an Emergency Fund?" The Motley Fool, November 2018.

TRANSAMERICA®

You deserve financial guidance that goes beyond numbers. After all, what good is wealth if you're not healthy enough to enjoy it?

Offerings

SUPPLEMENTAL HEALTH INSURANCE

Covers out-of-pocket expenses that major medical insurance doesn't for accidents, hospitalization, and critical illness, and can help make up for lost wages. Ask your employer about these voluntary benefits.

TERM LIFE INSURANCE

Helps protect your family's quality of life should you pass away. Adding a living benefit option also allows you to use a portion of your death benefit to cover medical expenses for chronic, critical, or terminal illnesses.

INDEX UNIVERSAL LIFE INSURANCE

Permanent life insurance protection can help protect your family's standard of living, build cash value that can be accessed as loans or withdrawals,* and has potential for tax-advantaged growth and income.

Let's get started today.

Visit: transamerica.com

Contact: 800-797-2643

Index universal life insurance is not a security and index universal life insurance policies are not an investment in the stock market or in financial market indexes. Index Account Interest is based, in part, on index performance. Past performance of an index is not an indication of future index performance.

*Loans, withdrawals and death benefit accelerations will reduce the policy value and death benefit. Provided the policy is not and does not become a modified endowment contract (MEC), 1) withdrawals are tax-free to the extent that they do not exceed the policy basis (generally, premiums paid less withdrawals) and 2) policy loans are tax-free as long as the policy remains in force. If the policy is surrendered or lapses, the amount of the policy loan will be considered a distribution from the policy and will be taxable to the extent that the loan and other distributions on lapse or surrender exceed the policy basis.

Insurance products issued in all states except New York by Transamerica Life Insurance Company and Transamerica Premier Life Insurance Company, Cedar Rapids, Iowa and in New York by Transamerica Financial Life Insurance Company, Harrison, N.Y. References to Transamerica may pertain to one or all of these companies.

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TRANSAMERICA®

MODERN FAMILIES ...

AND WHAT THEY HAVE IN COMMON

Today's families are evolving. They are traditional and blended, single-parent, two-parents remarried, co-habiting parents, and everything in between. But what hasn't changed is their need for life insurance, because what happens if the primary wage earner unexpectedly passes? Thirty-five percent of households say they'd be in financial trouble within one month in that scenario.[1]

When a family protects its future, it takes a big step toward building a solid financial foundation for today and tomorrow. A Transamerica life insurance policy that includes the Income Protection Option (IPO) can help its owner structure their death benefit and control future payments. So even after they're gone, your clients can take care of their loved ones in the exact manner they want.

PROTECTION ON THEIR TERMS:

- Guaranteed* payments to loved ones after the client has passed
- Flexible structures for the death benefit payout
- Designated payments for their beneficiaries**
- Long-term, reliable monthly payments in place of a one-time lump sum
- More total benefits for the same premium

* Guarantees are based on the claims-paying ability of the insurance company.

** A portion of each monthly payment and a portion of the final lump sum payable under the policy's Income Protection Option are reportable as interest income. The policy illustration provides the tax-reportable percentage for each monthly income payment and the final lump sum based on a guaranteed minimum interest rate and the illustrated face amount. Upon the insured's death, the actual taxable portion of each monthly payment will be calculated and communicated to the beneficiary(ies) based on the actual payout amounts. The taxable portion of the final lump sum payment will be determined when the payment is made.

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TRANSAMERICA®

CASE STUDY

Here's a hypothetical example of how it might work for one family:

David, age 36, preferred nonsmoker

- Has two children with current wife, Alicia
- Shared custody of daughter, Mia, with ex-wife
- Buys a $1,027,755 *Transamerica Trendsetter® LB* 30-year term life insurance policy with an IPO at no extra charge
- Pays $1,449/year for four years (total $5,796 premiums)
- At age 40, David suddenly passes away.

The IPO enables David to determine what his beneficiaries receive, and when. David decides to leave Alicia $200,000 at his death to cover final expenses and mortgage payments. And for the next 15 years, Alicia will collect $3,000 a month to help replace David's income. David leaves Alicia another $200,000 lump sum at the end of those 15 years for her retirement, plus another $25,000 for each of their children's education. Mia will receive $1,000 a month for 15 years and $25,000 after those 15 years to help with potential college costs. David's policy will pay $1,195,000 in total death benefits, while he pays premiums on a face amount of only $1,027,755.

Beneficiaries	Initial lump-sum payment at the insured's death	Guaranteed monthly income for 15 years	Final lump-sum payment at the end of 15 years
Alicia	$200,000	$3,000.00	$200,000
Mia	$0	$1,000.00	$25,000
Child 1	$0	$0.00	$25,000
Child 2	$0	$0.00	$25,000
Total	**$200,000**	**$720,000**	**$275,000**
Total death benefit payments with IPO: $1,195,000			

Contact your wholesaler to learn more about how you can build your business helping your clients prepare for their futures.

Have you seen **transamerica.com/beyondinsurance**? It's a site for agents like you with free resources to help you increase sales and engage Transamerica with greater ease. Visit today to access prospecting strategies, sales tools, and much more.

Trendsetter® LB is a term life insurance policy, Policy Form ICC16 TL23 or TL23 issued by Transamerica Life Insurance Company, Cedar Rapids, IA. Premiums increase annually beginning in year 11 for the 10-year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy. Policy form and number may vary, and this policy and riders may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

[1] "2018 Insurance Barometer," LIMRA, 2018

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TRANSAMERICA®

Does My Old Plan Work with My New Family?

Blended Families:

Important questions to think about when it comes to your family's financial future.

Nobody said life was predictable.

But one thing is constant—the need to protect the people you care about most.

With over 20 million blended families in the United States, it is very common to be part of a family that brings together children and assets from previous marriages.

Whether you already have an estate plan in place, or are just developing one for your blended family, it's critical that you identify your objectives, recognize potential conflicts and understand the implications of these decisions on those you care about most.

Why a typical estate plan may not be enough.

While a traditional estate plan is principally designed to benefit a surviving spouse and minimize taxes, this type of plan may not address the specific needs and potential conflicts unique to a blended family.

How do you know if you need a more detailed plan to ensure that everyone is taken care of the way you intended?

Here are a few questions to consider:

- Is it important to provide for your children from a previous marriage in a way that ensures that they will receive their inheritance in a timely manner?
- Did you know that with a traditional estate plan you may unintentionally be giving your ex-spouse control over your minor children's inheritance?
- Is it important to you to avoid conflict between your current and previous family members regarding the way that your estate will be distributed?

If your answer is "yes" to any of these questions, it may be time to develop a new plan for your blended family.

Where do you start?

To help you develop a framework for discussing your objectives, we've put together several key questions to think about as you develop your plan.

- To which family members would you like to leave an inheritance?
- What are your specific financial objectives for each family member (i.e. college fund, medical bills, monthly income after retirement)?
- What are the potential conflicts within the family that may arise and require some sensitivity?
- Do you have concerns over your spouse's ability to successfully manage inherited assets?

While this list of questions is only intended to get you started, it may help you to develop a clear idea of what you want to accomplish with your plan.

It may be called Legacy Planning, but it's really about today.

The Blended Family strategy may be a viable solution if you want to:

- Provide assets to loved ones in a fair and timely way.
- Have more control over the way your legacy will be distributed.
- Avoid potential conflicts between family members.

Our business was built on helping families.

For over 100 years, Transamerica has been providing insurance products designed to help families just like yours.

While the world has certainly changed, our objective to help families protect their financial future has always remained the same.

For more information on how Transamerica, legacy planning, and life insurance may be able to help your family's future, please contact your life insurance professional or Transamerica today.

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John Hancock
LIFE INSURANCE

SALES STRATEGY

NEEDS ANALYSIS | Advanced Markets

Basic Needs

Helping Your Client Plan for Their Loved Ones

As part of a comprehensive financial plan, clients should develop a proper estate plan, which may include life insurance. One of the reasons why life insurance is often included in estate plans is because it provides asset and income protection for surviving family members. If your clients have families they want to protect, how can you help them determine how much life insurance they will require?

The Concern

Many clients are worried because they have not taken the steps toward basic estate planning (they may not have wills and/or trusts or the means available to cover basic needs at death). Other clients may have done planning in the past, but have not recently reviewed their plans. In either case, lack of proper estate planning or a lack of continuous plan reviews can have a devastating effect on surviving family members.

The Solution

Clients should work with their financial advisor and legal counsel to create, plan, and fund a comprehensive estate plan. Clients should also work with their attorney to create the documents needed to fulfill their ultimate wishes. These documents include:

- **Will and/or Trust:** These documents should outline your clients intent for distribution of assets.
- **Powers of Attorney:** Gives your clients the ability to make financial decisions for each other.
- **Health Care Proxy:** Gives your clients the ability to make health care decisions for each other.

These documents should express your clients' wishes as they pertain to distribution of property, guardianship issues of minor children, etc. In addition, these plans should be reviewed especially when there are major life changes (such as the birth of a new child, job changes, or purchasing a new home, for instance). Beneficiary designations should continuously reviewed on qualified plans, insurance policies, and annuities, and updated when changes are necessary. Your client should work closely with their attorney with regards to these matters.

It is also important to make sure the clients' family can maintain its economic position into the future should something happen to the primary income earner. For younger clients with less assets, but have a good income, mortgages and student loans, life insurance can be an especially desirable method to ensure their family's shortfall is covered.

A comprehensive Needs Analysis can help determine how much life insurance is appropriate for your client.

What is a Needs Analysis?

A Needs Analysis is an efficient tool for determining and addressing clients' life insurance needs. The amount of life insurance required is derived from the client's assets, liabilities, income needs, support need and future goals. The ultimate aim is for the client to make decisions as to what they would like to take care of in the event of death.

Benefits of Life Insurance

- The death benefit can help protect your client's income, assets, and other needs in the event of a premature death. A life insurance death benefit provides cash at the exact time that the clients may need it, regardless of market or economic conditions.
- The client's beneficiary will generally receive life insurance proceeds income tax-free.[1]
- The cash values of life insurance policy grows tax-deferred, and tax-free loans and withdrawals are permitted when structured properly.
- The policy's death benefit/and or cash values are potentially protected from the claims of creditors, depending on the state.
- If the policy is owned by an Irrevocable Life Insurance Trust (ILIT), the proceeds will not be included in the client's taxable estate with proper planning. An ILIT can be structured so that amounts not needed by the surviving spouse will be protected from estate taxes at the surviving spouse's death. An ILIT also allows clients to control when, and by how much, beneficiaries access the policy's death benefit. Moreover, the ILIT can provide the policy's death benefit and/or cash values protections from the claims of creditors, depending on the client's state of residence. A properly drafted ILIT can take advantage of client's gift tax exemption amounts so that they may be able to fund their ILIT without paying gift taxes.

Considerations

- There are many different types of life insurance. At the basic level, there is Term insurance, which would be available to cover short-term needs, and there is permanent insurance, which provides for more long-term needs. When trying to figure out the appropriate insurance vehicle, items for thought include: Who should own the life insurance? Are there permanent needs that should be addressed by life insurance? What are the short-term and long-term costs associated with these policies? Can the client afford the premium? Is cash value important? (Cash values of a life insurance policy grow income tax-deferred. Life insurance permits income tax-free loans and withdrawals from the policy, when such transactions are properly structured.)[2]
- Trusts should be drafted by an attorney familiar with such matters in order to take into account income and estate tax laws, including generation-skipping tax applicable to beneficiaries who are more than one generation removed. Failure to do so could result in adverse tax treatment of trust proceeds. The life insurance protection your client qualifies for will be subject to medical and financial underwriting requirements.

How Does It Work?

The following is a list of questions that clients should consider when figuring out their needs:

- What income do your clients want to replace? How long do they want to replace that income? Do they want to adjust for inflation? (A younger client will likely have less assets and more income to replace than a mature client who has accumulated wealth and plans on retiring soon.)
- A stay-at-home spouse may not have actual income they need to replace, but they provide child care that would need to be paid for should something happen to them. What would the cost of care equal? How long would they need to provide that care? (Typically, a family with young children would have a higher need than a family who has teenagers.)
- Many times people buy life insurance to take care of debt. Do clients want to cover their debts? What are the debts? Mortgage? Student loans?
- Do they have other expenses, including but not limited to, charitable contributions and emergency funds?
- Does the client have future goals, for instance, wanting to provide for college expenses? How much do they expect to contribute? What is the total cost they want to cover?
- Funerals can be expensive. How much will it cost? In addition, there may be administration costs, such as probate, that include legal and court fees. Make sure the client is aware of these costs.
- What do they have to cover these needs? They may have group Term insurance through their employer, or they may have assets that they would need to liquidate in order to provide for these needs.

Once you and your client determine the money they need, there may be a gap between what they need and what the client has. If there is a shortfall, the gap can be filled with life insurance.

CASE STUDY: BRAD AND JANET MAJORS

Brad and Janet Majors are ages 45 and 42 respectively. They have one young child. They meet with both their financial advisor and estate planning attorney to discuss their estate planning needs. Their attorney will help them with their wills and other documents.

They share with their financial advisor that they want to cover income replacement, child care needs, their mortgage, and estate administration costs. In addition, they also have $500,000 of existing Term insurance. Their financial advisor is then able to plug this information into the Basic Needs JH Solutions Module and comes up with the following needs:

Insured(s): **Brad Majors** Initial Death Benefit: $1,264,893
Male Age 45. Preferred NonSmoker

ANALYSIS OF NEEDS	Present Value
Expenses to Replace	$1,225,904
Income Replacement Needs	
Salary of $80,000 replaced for 20 years. indexed for inflation at 0.00%	
Child Support Needs	
Child Care Needs	$65,073
College Fund Needs	$148,916
Debt Clearance Needs	$300,000
Estate Administration Costs	$25,000
Other Expenses	$0
(Emergency funds, charitable gifts, etc.)	
Total Death Benefit Needed	**$1,764,893**
Less Existing Insurance and Assets Set Aside for Death Needs	**$500,000**
New Life Insurance Need	**$1,264,893**

Insured(s): **Janet Majors** Initial Death Benefit: $1,432,816
Female Age 42. Preferred NonSmoker

ANALYSIS OF NEEDS	Present Value
Expenses to Replace	$1,388,827
Income Replacement Needs	
Salary of $82,000 replaced for 23 years. indexed for inflation at 0.00%	
Child Support Needs	
Child Care Needs	$65,073
College Fund Needs	$148,916
Debt Clearance Needs	$300,000
Estate Administration Costs	$25,000
Other Expenses	$0
(Emergency funds, charitable gifts, etc.)	
Total Death Benefit Needed	**$1,932,816**
Less Existing Insurance and Assets Set Aside for Death Needs	**$500,000**
New Life Insurance Need	**$1,432,816**

This is a hypothetical example provided for illustrative purposes only.

Based on this information, the shortfall of $1.2M for Brad and $1.4 M for Janet can be filled with purchasing a John Hancock Life Insurance policy.

For more information please call the Advanced Markets Group at 888-266-7498 option 3

1. Exceptions may occur when a life insurance policy has been transferred for valuable consideration.
2. Loans and withdrawals will reduce the death benefit, cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Policies classified as modified endowment contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 59½. Cash value available for loans and withdrawals may be more or less than originally invested.

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Not a Deposit	Not Insured by Any Government Agency	

Using Life Insurance for Blended Families

A blended family is a married couple in which one or both spouses are remarried, often with children from one or both previous marriages—and possibly children from the current marriage as well.

It is widely recognized that blended families make up an increasing portion of all household in the U.S. today. Some suggest that blended families actually outnumber traditional families as a result of higher divorce rates and relatively high incidence of remarriage of the divorced and widowed with children.

We believe that blended families have unique and challenging estate planning and life insurance needs that are frequently overlooked or misunderstood. Without adequate planning, the children of prior marriages, may be unintentionally disinherited. Proper planning can avoid some of the hidden traps, and ensure that your assets are fairly distributed according to your wishes.

Whether they're in their first, second or third marriage, most parents have a natural desire to build and preserve an estate that can be passed at death to the surviving spouse and children, with the least possible federal and state death taxes. In order to distribute your assets in accordance with your wishes—not by a probate court—you need basic estate planning documents, such as a Will, power of attorney, and trust.

Each spouse in a blended family may want to provide a fair and balanced inheritance for the surviving spouse and family, including children from previous marriage(s). Doing so can reduce potential conflicts among family members.

In a traditional family, there is often less concern about providing an inheritance for the children immediately upon the first parent's death—they would not ordinarily expect an inheritance until after the death of their surviving parent. But since children from your previous marriage(s) may be close in age to your current spouse, their inheritance may be delayed, diminished, or result in their being unintentionally disinherited, without proper planning.

See reverse side for important information

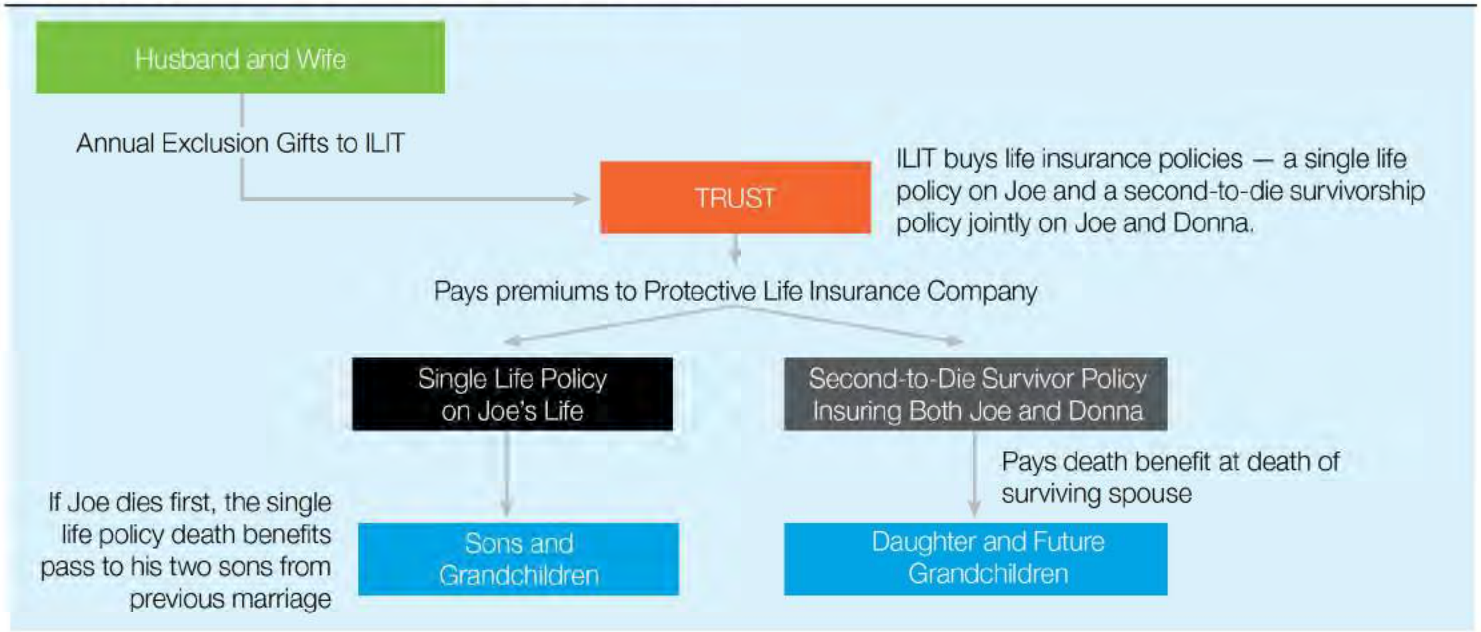
Using Life Insurance for the Blended Family

Life insurance can provide a valuable solution for the special planning issues of the blended family. By insuring the spouse with children from prior marriage using a single life policy, the death benefits can provide a meaningful inheritance at that spouse's death. A survivorship policy can be used to preserve the estate of the current family.

Working with your insurance professional and estate planning attorney, you would create an irrevocable life insurance trust (ILIT) tailored for your unique circumstances. Depending on the situation, the ILIT may own one or more policies to help achieve your estate planning goals. You will gift the life insurance premiums to the ILIT—often without federal taxes if the amount gifted is equal to or less than the current annual gift exclusion amount of $14,000.[1] Another life insurance policy may be desirable if the other spouse also has children from a previous marriage.

At your death, the insurance proceeds will be paid to the ILIT (free of income and estate taxes), managed or distributed according to your wishes. The end result is that your children will not have to wait for their inheritance.

How It Works Joe (age 60) and Donna (55)



To learn more about creating an inheritance for children in blended families, consult your attorney or tax advisor. Your Protective Life representative can give you more information about guaranteed second-to-die survivorship universal life insurance and how it can help you accomplish your goals.

These materials contain statements regarding the tax treatment of certain financial assets and transactions. These statements represent only our current understanding of the law in general and are not to be considered legal or tax advice by purchasers. Estate tax rules and the tax treatment of life insurance are subject to change at any time. Neither Protective Life nor its representatives offer legal or tax advice. Purchasers should consult with their legal or tax adviser regarding their individual situations before making any tax related decisions.

[1] The annual exclusion amount is indexed and may increase in future years.

For more information, contact your **Financial Representative.**

Life insurance is issued by Protective Life Insurance Company, Birmingham, AL.

www.protective.com

Not a Deposit	Not Insured by Any Federal Government Agency	
No Bank Guarantee	Not FDIC Insured	May Lose Value

John Hancock
LIFE INSURANCE

Blended Families

Helping Your Client Plan For Their Loved Ones

Families come in all shapes and sizes, including the "blended" family that combines several family groups into one. While each family unit is unique, a blended family has its own considerations to keep in mind when helping clients with estate and financial planning.

The Concerns

As with most, blended families are typically concerned with making sure their loved ones are taken care of during life and after a death. Due to the nature of a blended family, there could be children from a previous marriage from one or both clients. In addition, because of their new union, they could have much younger children.

For the children of the previous marriage, it's important to ensure that they receive their inheritance in a timely manner rather than having to wait until the death of a step-parent to inherit. Also, what if there is a family business that has been earmarked for the group of elder children? Those assets will be inherited by the elder children or they will need to be purchased from the surviving spouse.

Planning for adult children may not be your clients' only concern when establishing an estate plan for their blended family. Their spouse's mutual children may be significantly younger than their step-siblings, and it's crucial to ensure that younger children receive the same level of support and care, even if one of their parents predeceases. It is also essential that there are sufficient financial resources to support the surviving spouse, any children still living in the home, and any ongoing support obligations toward children from a prior marriage.

To ensure there is financial security for their blended family, clients should work with their financial advisor and legal counsel to create, plan, and fund a comprehensive estate plan. Clients should also work with their attorney to create the documents needed to fulfill their ultimate wishes. These documents include:

- **Will and/or Trust:** These documents should outline your clients intent for distribution of assets.
- **Powers of Attorney:** Gives your clients the ability to make financial decisions for each other.
- **Health Care Proxy:** Gives your clients the ability to make health care decisions for each other.

These documents should express your clients' wishes as they pertain to distribution of property, guardianship issues of minor children, etc. In addition, these plans should be reviewed, especially since they may have created an estate plan with their ex-spouse.

Beneficiary designations should continuously be reviewed on qualified plans, insurance policies, and annuities, and updated when changes are necessary. Your client may want to disinherit the ex-spouse or there may be a divorce decree that requires ongoing spousal support. Your client should work closely with their attorney with regards to these matters, as the consequences of not changing beneficiaries or following a divorce decree could create problems. It is as important to document the clients' intent as to make sure the clients' family can maintain its economic position into the future should something happen to the primary income earner.

What is a Needs Analysis?

A Needs Analysis is an efficient tool for determining and addressing clients' life insurance needs. The amount of life insurance required is derived from the client's assets, liabilities, income needs, support need and future goals. The client should make decisions as to what they would like to take care of in the event of death. They can also specify how much they would like to leave to children from a previous marriage.

Benefits of Life Insurance

- Life insurance can help meet the needs of the various members of a blended family because it provides a pool of liquid assets that can be used to offset any income the surviving spouse lost at death. In addition, life insurance can provide the means to satisfy any ongoing child support responsibilities, both by giving the surviving spouse the means to provide for their children and by fulfilling any court-ordered posthumous child support payments.
- Life insurance can also offer liquidity to the adult children so they receive their inheritance in a timely manner. They can use the death benefit proceeds to purchase specific assets from the estate, thereby satisfying the estate plan and creating liquidity inside your clients' estate.
- The client's beneficiary will generally receive life insurance proceeds income tax-free.[2] Additionally, if the policy is owned by an Irrevocable Life Insurance Trust (ILIT), the proceeds will not be included in the client's taxable estate with proper planning.
- The cash values of a life insurance policy grow tax-deferred, and tax-free loans and withdrawals are permitted when structured properly.
- The policy's death benefit and/or cash values are potentially protected from the claims of creditors, depending on the client's state of residence.

Considerations

There are many different types of life insurance. At the basic level, there is term insurance, which would be available to cover short-term needs, and there is permanent insurance, which provides for more long-term needs. When trying to figure out the appropriate insurance vehicle, items for thought include: Who should own the life insurance? Are there permanent needs that should be addressed by life insurance? What are the short-term and long-term costs associated with these policies? Can the client afford the premium? Is cash value important? (Cash values of a life insurance policy grow income tax-deferred. Life insurance permits income tax-free loans and withdrawals from the policy, when such transactions are properly structured.)[2]

- Trusts should be drafted by an attorney familiar with such matters in order to take into account income and estate tax laws, including generation-skipping transfer tax applicable to beneficiaries who are more than one generation removed. Failure to do so could result in adverse tax treatment of trust proceeds.
- The life insurance protection your client qualifies for will be subject to medical and financial underwriting requirements.

How Does It Work:

The following is a list of questions that clients should consider when figuring out their needs:

- What income do your clients want to replace? How long do they want to replace that income? Do they want to adjust for inflation?
- Does the client want to provide for their children from a previous marriage? Do they want them to inherit a business or other asset? Are there any required support obligations from a divorce decree?
- A stay-at-home spouse may not have actual income they need to replace, but they provide child care that would need to be paid for should something happen to them. What would the cost of care equal? How long would they need to provide that care? (Typically, a family with young children would have a higher need than a family who has teenagers.)
- Many times people buy life insurance to take care of debt. Do clients want to cover their debts? What are the debts? Mortgage? Student loans?
- Do they have other expenses, including but not limited to, charitable contributions and emergency funds?
- Does the client have future goals, for instance, wanting to provide for college expenses? How much do they expect to contribute? What is the total cost they want to cover?
- Funerals can be expensive. How much will it cost? In addition, there may be administration costs, such as probate, that include legal and court fees. Make sure the client is aware of these costs.
- What do the clients have to cover these needs? They may have group term insurance through their employer, or they may have assets that they would need to liquidate in order to provide for these needs.

Once you and your client determine the money they need, there may be a gap between what the client needs and what they have. If there is a shortfall, the gap can be filled with life insurance.

CASE STUDY: FRANK AND HELEN BEARDSLEY

Frank and Helen Beardsley are ages 45 and 42, respectively. This is the second marriage for both. Frank has two older children from his prior marriage and Helen has one older child. In addition, they have a young child that they want to provide for should something happen to them. They also want to make sure that their adult children receive an inheritance of $50,000 each. They work with their attorney to draft their wills and estate documents. They also meet with their financial advisor, who plugs the clients' information into the Blended Families JH Solutions module and comes up with the following needs:

SUMMARY FOR FRANK BEARDSLEY ANALYSIS OF NEEDS	
	Present Value
Expenses to Replace	
Income Replacement Needs	$1,225,904
Salary of $80,000 replaced for 20 years.	
indexed for inflation at 0.00%	
Child Support Needs	
Child Care Needs	$65,073
College Fund Needs	$148,916
Debt Clearance Needs	$300,000
Estate Administration Costs	$25,000
Other Expenses	$0
(Emergency funds, charitable gifts, etc.)	
Additional Inheritance for Prior Children	$100,000
Total Death Benefit Needed	**$1,864,893**
Less Existing Insurance and Assets Set Aside for Death Needs	**$0**
New Life Insurance Need	**$1,864,893**

SUMMARY FOR HELEN BEARDSLEY ANALYSIS OF NEEDS	
	Present Value
Expenses to Replace	
Income Replacement Needs	$1,388,827
Salary of $82,000 replaced for 23 years.	
indexed for inflation at 0.00%	
Child Support Needs	
Child Care Needs	$65,073
College Fund Needs	$148,916
Debt Clearance Needs	$300,000
Estate Administration Costs	$25,000
Other Expenses	$5,000
(Emergency funds, charitable gifts, etc.)	
Additional Inheritance for Prior Children	$50,000
Total Death Benefit Needed	**$1,982,816**
Less Existing Insurance and Assets Set Aside for Death Needs	**$0**
New Life Insurance Need	**$1,982,816**

1. Trusts should be drafted by an attorney familiar with such matters in order to take into account income and estate tax laws, including generation-skipping tax applicable to beneficiaries who are more than one generation removed from you. Failure to do so could result in adverse tax treatment of trust proceeds.
2. Exceptions may occur when a life insurance policy has been transferred for valuable consideration.

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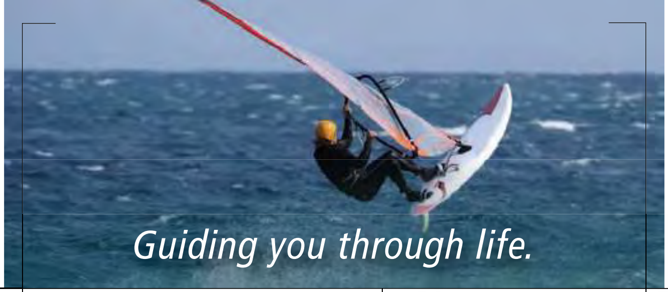


SALES STRATEGY

ESTATE PLANNING | Advanced Markets

Estate Equalization

Distributing Assets Fairly and Equitably

Deciding what, and how much, to leave to heirs will be among a client's basic considerations in developing an estate plan. What if dividing certain assets equally among heirs will be difficult, due to the nature of the asset or otherwise? Life insurance can provide a solution.

The Concerns

Certain assets, such as a residence or a business, can present administrative and practical challenges for multiple owners. With a family business, for example, multiple-ownership might lead to conflict, especially if some heirs are more active in running the business than others. On the other hand, leaving a single asset entirely to certain heirs is almost sure to create inequality unless the estate has sufficient liquidity to balance inheritances. In circumstances like those, liquidating the asset and distributing the proceeds can seem like the only option if good relations are to be maintained.

The Solution

Liquidity in an estate is an important factor in achieving a distribution of assets among heirs in the proportions that the client might like. Because a life insurance death benefit offers a pool of liquidity at exactly the time liquidity is needed, it can facilitate estate planning goals, helping to give each heir the inheritance the client would want them to receive.

How it Works

The first step is to identify and determine the clients' intent for distributing assets. For example, the client may want to leave their business to one child, and their real estate to another. The second step is to figure out how they want to equalize the estate. There are two options:

1) **Equal Share:** This approach ensures that each heir gets at a minimum an amount equal to their share of the *existing* estate.
2) **Equal Amounts:** This approach will increase the total estate so that each heir gets an identical amount based on *future* growth.

Based on inheritance allocations, growth factors, and equalization method, a recommended minimum share per heir is determined and an analysis can illustrate where life insurance can be used to help make things fair or equitable. The client (or their trust)[1] would purchase a life insurance policy on the client's life. Using life insurance helps balance out the value of a "hard-to-divide" asset that is left to some heirs but not to others.

Benefits

- **Liquidity** — Life insurance can help provide cash to equalize inheritances among heirs, as well as help protect a family's income in the event of premature death.
- **Return on Premiums** — Heirs may receive more money and a better return on the premiums than if those dollars had been invested in a taxable asset.[2]
- **Income-Tax-Free Death Benefit** — Life insurance death benefit proceeds are generally income tax-free (exceptions may include when life insurance has been transferred for valuable consideration).
- **Cash Value** — The cash values of a life insurance policy grow tax deferred, and tax-free withdrawals are permitted when structured properly.[3]
- **Source of Premiums** — It may be possible to tap into income and/or stock from a family business as a source of premiums.

Considerations

- **Reasonable Projections** — Selecting an appropriate level of death benefit protection for estate equalization will be affected by the projected values of assets for a chosen focus year. Consult qualified professionals to determine reasonable projections. Consider potential future heirs, such as those who come to the business after estate planning is completed.
- **Insurance** — Life insurance eligibility will be based on financial and medical underwriting. Sufficient resources will be needed to meet premiums for the desired level of death benefit protection.

How it Works

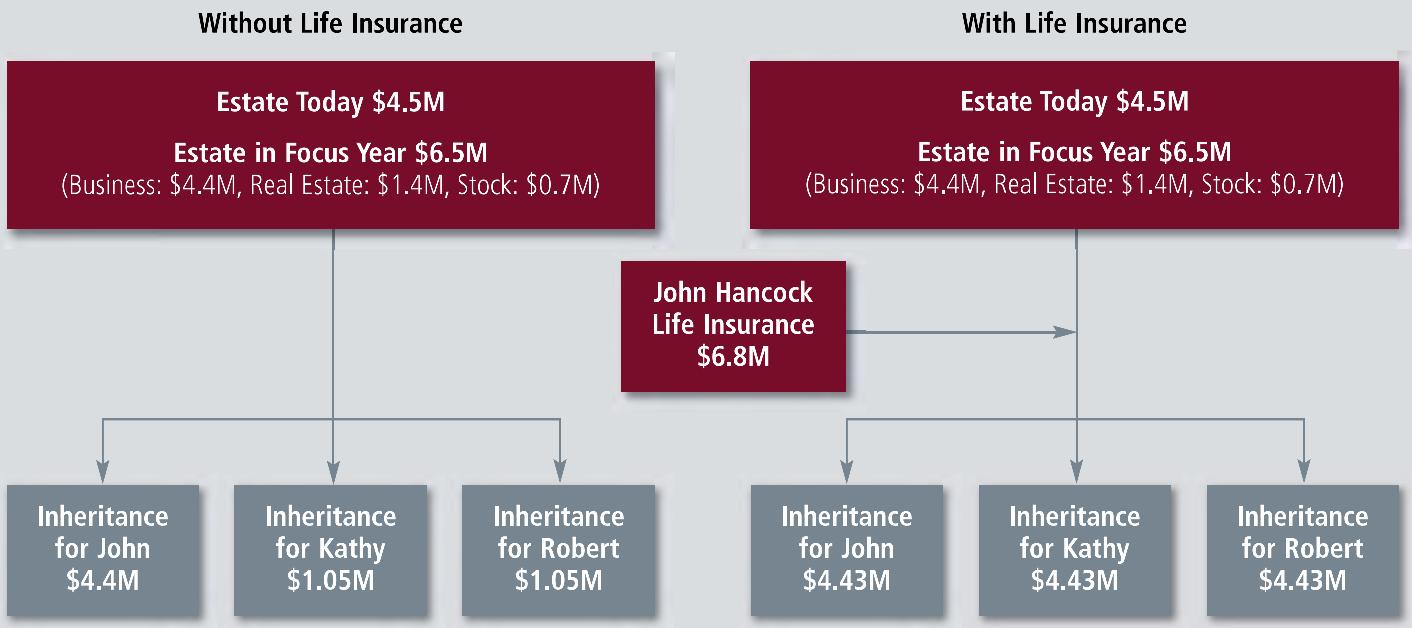
CASE STUDY: JOHN AND LILY EAMES

John and Lily Eames are ages 58 and 57, respectively, both Preferred Non Smokers, with a $4.5M estate. The jewelry business they began ten years ago has done well, with the help of John Jr., one of their three children.

At their death, they plan to leave the business to John Jr., and divide the rest of their estate between their two other children, Kathy and Robert.

Let's consider how that would work, using year 10 as the focus year. Their advisors project the business and securities will continue to grow at 4% a year, with their real estate increasing in value at 3% annually. At those rates, they anticipate that their estate will be valued at about $6.5M 10 years from now. A distribution like John and Lily anticipate would leave John Jr. with a business worth over $4.4M. Kathy and Robert would inherit about $1M each.

John and Lily purchase a John Hancock survivorship universal life policy with a death benefit of around $6.8M and annual premiums of approximately $50k. By the time their estate has to be distributed, this policy would help ensure each of the three children receive inheritances of equal value, and play an invaluable role in maintaining good family relations.



The figures used in this case study are hypothetical, for discussion purposes only, are not guaranteed and may not be used to project or predict results. Actual results may be more or less favorable. Specific product and policy elements would be found in a policy illustration provided by an insurer. With any decision regarding the purchase of life insurance, a client would need to determine which type of life insurance product is most suitable for their specific needs.

SUMMARY

By providing a pool of liquid assets at exactly the time it is needed, the death benefit from a life insurance policy may offer an important advantage in maintaining good relations among heirs while promoting estate planning goals at the same time. Use our JH Solutions module on Estate Equalization to demonstrate this technique to your client(s).

For additional information, please contact your local John Hancock Representative or the Advanced Markets Group at 888-266-7498, option 3.

1. Trusts should be drafted by an attorney familiar with such matters in order to take into account income and estate tax laws (including the generation-skipping transfer tax). Failure to do so could result in adverse tax treatment of trust proceeds.
2. The Rate of Return on death benefit is equivalent to an interest rate at which an amount equal to the illustrated premiums could have been invested outside the policy to arrive at the net death benefit of the policy.
3. Loans and withdrawals will reduce the death benefit, cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Policies classified as modified endowment contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 59½. Cash value available for loans and withdrawals may be more or less than originally invested.

This material does not constitute tax, legal or accounting advice and neither John Hancock nor any of its agents, employees or registered representatives are in the business of offering such advice. It was not intended or written for use and cannot be used by any taxpayer for the purpose of avoiding any IRS penalty. It was written to support the marketing of the transactions or topics it addresses. Comments on taxation are based on John Hancock's understanding of current tax law, which is subject to change. Anyone interested in these transactions or topics should seek advice based on his or her particular circumstances from independent professional advisors.

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AN INTRODUCTION TO CONCEPTS AND STRATEGIES

Wealth Transfer: Leaving a Legacy

Life Insurance

PRUDENTIAL
ADVANCED MARKETS TEAM
EXPERIENCED GUIDANCE FOR COMPLEX CHALLENGES®

Prudential
Bring Your Challenges®

The Prudential Insurance Company of America

1000982-00001-00 Ed. 05/2018

HOW PRUDENTIAL CAN HELP

This brochure provides a general discussion of some of the possible tools and strategies involved in the wealth transfer planning process. It is not meant to suggest a course of action, to serve as legal or tax advice, or to replace professional advice. The Prudential Insurance Company of America and its affiliates cannot provide tax or legal advice.

Prudential offers a wide range of insurance products that can help your family meet not only the liquidity needs of your estate, but also other potential family financial needs. Whether you have estate tax obligations or other wealth transfer concerns, Prudential can help.

The Importance of Wealth Transfer

SAVING, PROTECTING, INVESTING.

One of the reasons you work so hard is for the benefit of people you love and organizations that have meaning for you. That's why it's important that they continue to benefit, even when you die. You want to see to it that your wishes for them come to fruition, creating a lasting legacy for future generations. You can help to do this by deliberately preparing for the transfer of your assets.

Wealth transfer is fundamentally about transferring your assets to the people and organizations of your choosing when and how you'd like. It is about building a strategy that can continue your legacy.

No matter at what stage you are in your financial life, it is never too early or too late to explore the effects of wealth transfer, your financial strategy's final component. Thinking about your will, trusts, competency issues, and transfer-tax consequences and the role they will play can help you successfully meet your financial goals for you and your family.

No matter at what stage you are in your financial life, it is never too early or too late to explore the effects of wealth transfer.

WHAT IS A WEALTH TRANSFER STRATEGY?

The objective of a wealth transfer strategy is to conserve and transfer your assets through a logical process that helps reduce legal entanglements and taxes while increasing the wealth transferred to your beneficiaries. A wealth transfer strategy can include, but may not be limited to, any of the following:

- Will.
- Trust.
- Power of attorney.
- Living will.
- Life insurance or other funding source.

An effective wealth transfer strategy is an ongoing process and includes these key steps:

- Setting goals and objectives.
- Assessing your current situation.
- Selecting strategies to transfer your wealth and reduce or eliminate unnecessary expenses, delay, publicity, taxes, risk, or other challenges.
- Determining income and liquidity needs for your beneficiaries.
- Executing your plan.

A common misconception about a wealth transfer strategy is that it is only for the wealthy.

While the wealthy may require more involved wealth transfer techniques, the process is beneficial to everyone who has assets to transfer upon death. Depending on your age, family status, and assets, the process could be:

- No more involved than establishing a will or revocable trust and identifying or providing the necessary liquidity for debts, beneficiary needs, and potential taxes. Taxes can consist of federal estate taxes, state estate and inheritance taxes, and income in respect of a decedent (IRD).
- As complex as establishing and funding various trusts, and setting in place a variety of tax-reducing strategies.

FOR SMALL BUSINESS OWNERS

If you are a small business owner, creating a strategy for your business is also an important process. Points to consider in your strategy include:

- Should business ownership be transferred to beneficiaries or new owners, perhaps current key employees?
- Is there a current business continuation agreement in place? Is it funded? If so, how?
- Will the business assets be liquidated and distributed? Is there a ready market?
- How would selling the business while you are alive affect your estate?

Basic Wealth Transfer

Wealth transfer can begin with such tools and strategies as wills, trusts, and powers of attorney. From there, you can choose from among various types of trusts and consider facets of setting them up and naming trustees and beneficiaries. Charitable giving and life insurance may also be a part of your strategy.

WILLS

A will is a legal instrument, usually written, that lists your wishes for the distribution of your property after death and identifies who will manage the distribution and who will care for your children. If you die without a will, state laws (called intestacy statutes) will dictate how those matters are handled. The requirements for a valid will vary from state to state. In many jurisdictions, you may change a will by amending your existing will or revoke the current will by executing a new one that indicates your intention to revoke the old will.

Without a will, intestacy laws will determine the distribution of your assets and guardianship of your minor children. The outcome may not be what you intend. Even with a will, your estate will go through the probate process. If you are a single person with assets of less than $11.18 million in 2018, consider establishing a simple will that distributes your assets as you choose, after debt obligations are satisfied. Many married couples write wills that leave all assets to each other and establish contingency instructions if both spouses die simultaneously.

The new tax rules and your estate

The Tax Cuts and Jobs Act of 2017 (TCJA) made temporary changes to estate, gift, and generation-skipping transfer (GST) taxes. Some estate related highlights are that it:

- Doubles the base estate, gift, and generation-skipping tax applicable exclusion amounts. This change expires on January 1, 2026.
- Changes the method of indexing the applicable exclusion amount for inflation. This change is permanent. In 2018, the exclusion is $11.18 million, or $22.36 million for a married couple.
- Maintains the maximum rate for estate, gift, and generation-skipping tax at 40%.
- Permanently maintains the portability provision that makes any applicable exclusion amount remaining unused after the death of the first spouse available to the surviving spouse, unless she or he remarries. A timely filed federal estate tax return is required, even if no taxes are due, to qualify portability of the decedent's unused applicable exclusion amount.

The unlimited marital deduction. Due to the unlimited marital deduction, a surviving spouse can inherit the entire estate without estate tax liability, depending on the date of death. The surviving spouse must be a U.S. citizen to qualify for this deduction. If the surviving spouse is not a U.S. citizen, a special trust known as a Qualified Domestic Trust can be used. However, for 2018, if more than $11.18 million is bequeathed from either spouse's estate to someone other than the surviving spouse, then the estate could be subject to an estate tax liability. As with all matters of a tax or legal nature, be sure to consult with your own tax or legal counsel for advice.

LIVING WILLS AND POWERS OF ATTORNEY

If you have children, there are additional considerations you may want to discuss with your attorney, such as your wishes for custody of any minors and what each child will receive through a potential inheritance and when. There are other personal considerations you may make when preparing your estate, including creating a living will and naming a power of attorney for health care and financial decisions:

- **A living will** allows you to make decisions about prolonging your life through various means prior to a time when you may be incapable of making such decisions, relieving your family of the burden of making these decisions.
- **Naming a health care power of attorney or health care proxy** places medical decisions in trusted hands.
- **A durable power of attorney** is a written document authorizing another person (the "attorney in fact") to act on the principal's behalf. A power of attorney authorizes another individual to enter into and discharge virtually all legal obligations on behalf of the principal.

NAMING AN EXECUTOR

All wills require an executor. Often people name a family member as executor since such a person is familiar with the family's situation and may be more sensitive to their needs.

However, naming a corporate executor may have advantages as well, including knowledge and objectivity. Many banks offer this service through their trust departments. You may also name co-executors. Many events can result in the need for updating an existing will. It is generally a good idea to review your will regularly with an attorney to determine whether any changes are needed.

GIFTING

Gifting is one "simple" mechanism that can be used to reduce the size of an estate. An individual donor can currently gift annually up to $14,000 per person, as long as the gift qualifies as a gift of a present interest. A present interest gift is one in which the recipient of the gift has an immediate right to use, possess, and enjoy the property that was gifted.

EXAMPLE: Jeff and Marlene, husband and wife, have five children and want to gift assets totaling $1.5 million. They could each gift $15,000 of assets to each of their five children in one year, resulting in a total gift by them of $150,000. If they repeat this process annually for 10 years ($15,000 gift x 5 children x 10 years from each spouse), they accomplish their goal.

Gift tax exclusion amounts. In addition to the gift tax annual exclusion amount, each individual has a lifetime federal gift tax exclusion amount of $11.18 million (in 2018). As long as no individual donee receives more than $15,000 from an individual donor in a calendar year, no portion of the donor's $11.18 million gift tax exclusion is utilized. However, any use of the applicable exclusion amount during life reduces the applicable exclusion amount available at death. Therefore, if a person makes a lifetime gift of $1 million, that person's applicable exclusion amount at death is reduced by the same $1 million (and so, it would be reduced to $10.18 million if the death occurred in 2018).

TAXES

Under the provisions of TCJA, many estates will not be susceptible to federal estate taxes, with an exemption of $11,180,000 (2018 tax year) per spouse (as indexed) and portability of the decedent's applicable exclusion amount. Many states continue to have state estate and/or inheritance taxes. Qualified retirement assets and gains on non-qualified deferred annuities will be susceptible to income tax when distributed to your beneficiaries. These amounts and other untaxed income are Income in Respect of a Decedent (IRD).

TRUSTS

A trust is a legal arrangement, usually created by a written document, under which one party (the trustee) manages property for the benefit of others (the beneficiaries). A trust can be one of the most powerful and flexible tools you can use to help pass assets to future generations, reduce estate and income taxes, safeguard yourself in case of incapacity, and potentially reduce the costs and delays of probate. The trust provisions specify:

- Whether it is revocable or irrevocable.
- The rules of operation of the trust.
- The powers of the trustee.
- How the trustee is to divide the income and principal among the beneficiaries.

Revocable Living Trust

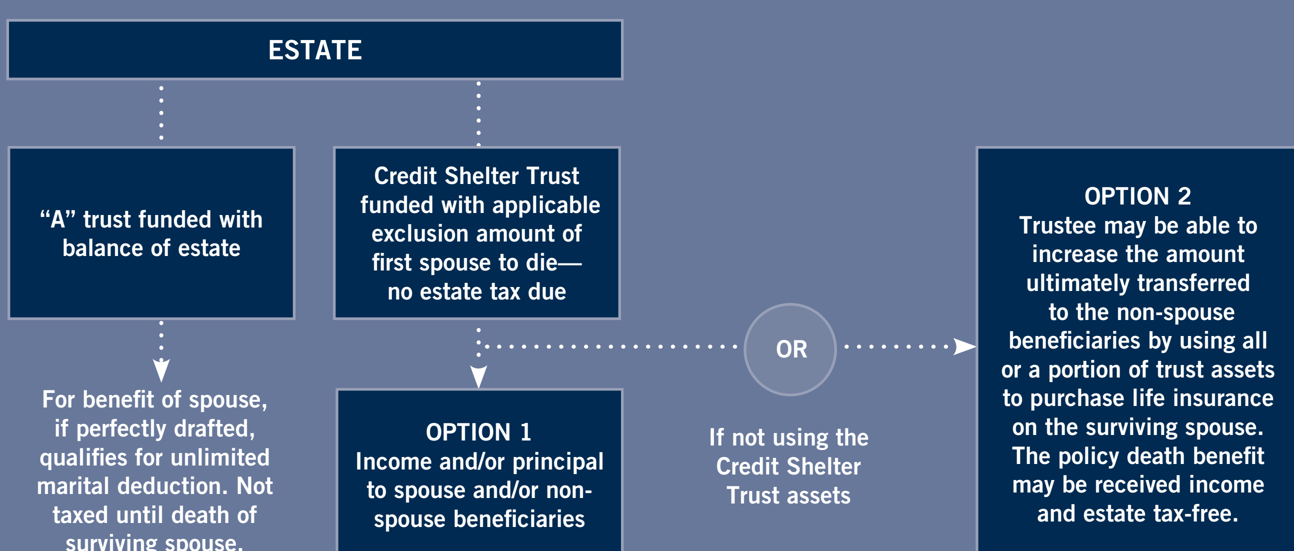
A **Revocable Living Trust** contains instructions for the management of an individual's assets during the individual's life and in the event of disability. It also, similar to a will, contains instructions for the disposition of the individual's assets after death. You should consult with your attorney for the tax implications of naming yourself rather than someone else as trustee of your living trust, as well as for any implications of transferring the titles of your assets to the trust. If properly constructed and funded, a living trust can reduce or eliminate the time and possible expense of probate and retain privacy for the family.

The probate process is public, while transfers through a living trust can remain private. Only assets titled to the trust avoid probate. Consult your attorney to find out what will work best for your situation.

Irrevocable Life Insurance Trust (ILIT)

If you are planning to use life insurance as a means of funding your estate settlement costs, a properly drafted **ILIT** can remove the death benefit proceeds from your estate for federal estate tax purposes. Refer to "The Role of Life Insurance" in this brochure for more on the structure and benefits of an ILIT.

CREATIVE USES OF CREDIT SHELTER TRUSTS



Credit Shelter Trust (CST)

“Credit Shelter Trust (CST),” “B Trust,” “Bypass Trust,” “Family Trust”—by any name, this tried-and-true estate strategy device is known to most financial professionals. It allows the first of a wealthy couple who dies to direct assets equal to his or her estate tax applicable exclusion to a trust for the survivor’s benefit. When properly structured, the trust shields assets from being included in the estate of the surviving spouse, potentially reducing the estate tax incurred at the second death.

Under the provisions of TCJA, any unused federal estate tax applicable exclusion at the first spouse’s death is portable to the surviving spouse. The surviving spouse can now add the unused applicable exclusion amount of the deceased spouse to his or her own applicable exclusion amount, automatically creating tax benefits similar to some of those that a Credit Shelter Trust is designed for. On top of that, with portability the survivor has complete control over all the assets the couple enjoyed together, unlike a Credit Shelter Trust, which limits control based upon the terms of the trust.

More about a Credit Shelter Trust (CST)

- Appreciation of the assets in the CST escape further estate taxation.
- Generation-skipping tax allocations are not portable.
- Asset protection can be provided with a CST.
- The deceased spouse’s unused applicable exclusion may be limited if the surviving spouse remarries and survives his or her next spouse.

Qualified Terminable Interest Property (QTIP) Trust

Through a **QTIP Trust**, a person can provide for a surviving spouse’s lifetime and define the ultimate beneficiaries of the assets upon the death of the spouse. Couples who use an all-to-spouse will and have children may face an extra challenge if the surviving spouse remarries.

Imagine that a surviving wife, for example, brings her deceased husband’s assets to a new marriage. What if that couple then establishes a simple spousal will and the wife predeceases her new husband? The first husband’s assets are ultimately transferred to her new husband, diluting or even eliminating any inheritance to the children of the first marriage. The issue can become even more complicated if the second marriage produces children, too.

The QTIP Trust is one approach to avoiding this potentially complex situation. Thus, a couple can take comfort in knowing that they have provided for a surviving spouse while protecting the ultimate interests of the children, regardless of future relationships.

NAMING A TRUSTEE

An important component of any trust is naming the trustee. Based on the trust and the goals you want to accomplish, you may or may not be advised to name yourself, your spouse, or your children as trustees. Additionally, professional trustees are available to lend expertise and help avoid any potential conflicts of interest.

Trustee responsibilities include:

- Implementing the trust's terms.
- Distributing or reinvesting any returns.
- Providing accounting services for the trust, including:
  - Tracking principal and income.
  - Filing tax returns.
  - Tracking cost bases.
  - Arranging payment of any of the trust's debt obligations.

The Role of Life Insurance

Life insurance is a popular and effective tool in helping to meet estate strategy goals due to its tax advantages.

Regardless of estate tax laws, life insurance plays a pivotal role in transferring wealth. Life insurance is a popular and effective tool in helping to meet estate goals due to its tax advantages. You use a portion of your assets to pay your life insurance premiums, purchasing death benefit coverage. When you die, the death benefit is paid to beneficiaries, generally income tax-free, as provided in Internal Revenue Code Section 101(a). If you maintain ownership, the proceeds can then be used to pay your estate tax bill and other expenses. When compared with other funding options, such as borrowing or liquidating high-yielding assets, life insurance can be an extremely cost-effective means of funding estate expenses.

Like all components of your estate strategy, there are special considerations for your life insurance choice. If you are the owner of the policy, the death benefit will be included in your estate for federal estate tax purposes. As a result, life insurance purchases for estate strategies are typically made through an Irrevocable Life Insurance Trust (ILIT).

Using an ILIT. The ILIT is the owner and the beneficiary of the life insurance policy. You make gifts to the ILIT to cover the premium costs. The ILIT then purchases the life insurance. Since a properly drafted ILIT is not part of your federally taxable estate, the death benefit proceeds are generally received free of both income and estate taxes. There may be federal gift tax consequences associated with the funding of an ILIT. In addition, gifts made to the trust to cover premium payments reduce the value of your taxable estate and any accumulation of the life insurance account value occurs outside the estate, as well.

LIFE INSURANCE CAN BE AN IMPORTANT TOOL IN HELPING TO ACCOMPLISH A NUMBER OF WEALTH TRANSFER OBJECTIVES:

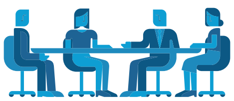
- **Maintain heirs' lifestyles.** Your death may result in a significant reduction of your family's current income. Life insurance proceeds can help to replace your lost earning power.
- **Provide immediate liquidity.** The death benefit can help pay debts, mortgages, and expenses such as fees and probate, funeral, or final medical costs. Even large estates are often cash poor if they are composed primarily of assets such as closely held business interests, real estate, or collectibles.
- **Purchase assets from, or loan funds to, your estate.** Under current tax law, an estate above a certain financial threshold can be significantly reduced by federal and state death taxes that can approach 25% to 45% of its value at death. Life insurance can help provide liquidity for tax liabilities.
- **Equalize estate distributions.** The death benefit can be used as a means to help balance inheritances among heirs. If one child, for example, inherits the family business, the life insurance death benefits of approximately equal value can go to the other children.
- **Increase bequests.** Because the premium payments for a life insurance policy are often much less than the death benefit purchased, you may be able to give a larger gift to charities or family members.

A WORD ABOUT ADVANCED ESTATE PLANNING

If your assets in 2018 total more than $11.18 million ($22.36 million if married) or whatever the current applicable exclusion amount is in the year of your death, a more advanced estate strategy is generally necessary. Be aware that many people underestimate the size of their estates. Your estate includes all of your assets, both liquid and illiquid. This includes your investment portfolio, bank accounts, real estate, business interests, life insurance you own on your own life, qualified plan balances, IRAs, automobiles, jewelry, and even collectibles. A proper estate review with a qualified financial professional, attorney, and tax advisor can help ensure that any tax liability is not greater than you may perceive.

Depending on when you die, estate taxes could still consume up to 25% to 45% of your estate. An effective strategy now can save your heirs potential future issues. For instance, without a proper strategy, your beneficiaries may be forced to liquidate assets, potentially at a loss. If there is an estate tax liability, it usually must be paid to the federal government within nine months of death, and state taxes are possibly due even sooner.

Revisiting Your Strategy



Creating an estate strategy is not something you can do once and then forget about. Your life can change, tax laws change, and your needs and priorities may change. Your estate strategy is too important to put on autopilot. It is a good idea to conduct an annual review of your entire strategy with any financial, tax, and legal professionals you have involved. However, you should review your strategy more frequently when you experience certain events, such as:

- Moving to a new state.
- Death of a spouse or any stated beneficiary.
- Marriage or divorce.
- Birth or adoption of a child.
- Change in the value of assets.
- Change in asset structure, such as shifting from stocks to real estate.
- Any beneficiaries marry, divorce, or have children.
- Tax law changes.

A proper estate strategy should be flexible enough to be able to adjust to change, but it is important that you review it regularly to identify what and when any action may need to be taken.

Some means of funding your estate tax bill

- **Cash on hand:** Some estates may have enough cash available to cover estate expenses.
- **Liquidating assets:** This could include the sale of such things as securities, real estate, collectibles, or business assets.
- **Borrowing:** A loan may be secured to cover the expenses, buying time at the cost of interest.
- **Life insurance:** This option uses a portion of the estate now to pay life insurance premiums to provide the death benefit proceeds to cover estate liabilities.

Wealth Transfer Strategy at a Glance

STEP ONE: Setting your goals and objectives

- Who should inherit your assets?
- What assets should they inherit?
- When and how should they inherit the assets?

STEP TWO: Assessing your current situation

- Identify assets and assemble all related paperwork: titles, recent statements, tax filings, etc.
- Designate property ownership and beneficiaries.
- Assemble any necessary professionals.
- Identify:
  - Estate value and asset types (liquidity analysis).
  - Retirement needs.
  - Federal and state estate tax liability.
  - Income in respect of a decedent (IRD).
  - Funding sources.

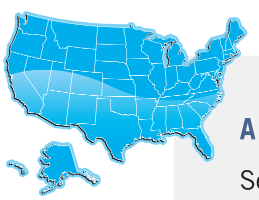
STEP THREE: Selecting strategies to transfer your wealth

- Last will and testament.
- Living will.
- Health care power of attorney.
- Durable power of attorney.
- Potential trust strategies.
- Portability vs. Credit Shelter Trust.
- Assets greater than the applicable exclusion amount: transfer outright vs. marital trust vs. QTIP trust.
- Gifting: annual exclusion gifts first, then advanced strategies using lifetime gift exclusion amount.
- Irrevocable Life Insurance Trust (ILIT).
- Charitable giving.
- Business transfer issues, if applicable.

Getting Started

A simple way to begin is by completing the Wealth Transfer Checklist on the following page. After you have completed this questionnaire, meet with your financial professional to discuss your particular insurance and financial needs. Insurance and financial products offered by The Prudential Insurance Company of America and its affiliates can help you protect and preserve what you have spent years building so that you may provide a legacy for those you love.

Your financial professional can provide you with insurance and investment products and services that can complement the wealth transfer strategy that you choose with your legal, tax, and other advisors. Be sure to seek the advice of qualified legal and tax advisors before implementing any wealth transfer strategy.



A NOTE ON COMMUNITY PROPERTY STATES

Several states (AK, AZ, CA, ID, LA, NV, NM, TX, WA, and WI) have adopted some form of community property laws. Since community property laws affect the ownership of assets, living—or having lived—in a community property state will come into play in your estate strategy process. In community property states, ownership of a married couple's assets is defined based on how and when the assets were obtained. Generally:

- Assets obtained prior to marriage are owned as separate property by the spouse who obtained them.
- Assets obtained by gift or inheritance during marriage belong to the person who received them.
- Other assets obtained during marriage are owned equally by both spouses, regardless of who obtained them.

The rules of community property are extremely important when calculating estate tax liability. When a person living in a community property state dies, that person's estate consists of 100% of his or her separate property and 50% of the value of assets owned as community property. Many community property states allow spouses to enter into agreements that transfer property from individual or community ownership to the other. If you are a community property resident, as in most estate strategy situations, professional advice from your tax and legal advisors can help you achieve your goals within your individual circumstances.

Take the Next Step

WEALTH TRANSFER CHECKLIST		
1	Do you have a will?	☐ YES ☐ NO
2	Is your state of residence the same as it was when your wealth transfer strategy was developed?	☐ YES ☐ NO
3	Is your family's status the same as when your wealth transfer strategy was developed?	☐ YES ☐ NO
4	Does your will name a guardian for your children in the event both you and your spouse are deceased?	☐ YES ☐ NO
5	Are you comfortable with the executor(s) and trustee(s) you have selected?	☐ YES ☐ NO
6	Have you made sure that your property ownership and beneficiary designations are coordinated with your wealth transfer documents?	☐ YES ☐ NO
7	Is the value of your estate generally the same as when your wealth transfer strategy was developed?	☐ YES ☐ NO
8	If you have a revocable living trust, have you changed the title of your assets to the name of the trust?	☐ YES ☐ NO
9	Have you executed a durable power of attorney and the appropriate health care documents?	☐ YES ☐ NO
10	If either spouse is a resident but not a citizen of the United States, have you considered including QDOT (Qualified Domestic Trust) provisions in your wealth transfer strategy?	☐ YES ☐ NO
11	If your estate will be subject to estate tax, do you and your spouse each own enough assets to take advantage of your full estate tax applicable exclusion amounts?	☐ YES ☐ NO
12	If each spouse owns enough assets to take advantage of the estate tax applicable exclusion amount, are both your wealth transfer strategy and your spouse's designed to take advantage of this amount?	☐ YES ☐ NO
13	Have you considered taking advantage of the annual gift tax exclusion?	☐ YES ☐ NO
14	Will your estate have sufficient liquid assets to pay the debts and taxes that become due at death?	☐ YES ☐ NO
15	Does your wealth transfer strategy provide sufficient income for your surviving spouse to maintain his or her lifestyle?	☐ YES ☐ NO
16	Are you certain your wealth transfer strategy is up-to-date and takes into account potential tax-saving strategies?	☐ YES ☐ NO

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. Policy guarantees and benefits are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

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Investment and Insurance Products:
Not Insured by FDIC, NCUSIF, or Any Federal Government Agency. May Lose Value. Not a Deposit of or Guaranteed by Any Bank, Credit Union, Bank Affiliate, or Credit Union Affiliate.

PINNEY INSURANCE

Providing All the Tools for Your Success[sm]

Pinney Insurance

Founded in 1972 as a Transamerica branch office and later incorporated as Pinney Insurance Center, Inc., we are headquartered in our own building in Roseville, California. We provide a small local agency feel with the power of a major national firm.

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