There are more than 100 million adults without life insurance in the United States.

In fact, out of all Americans, 30% acknowledge they have a need for some or more life insurance.¹

That means more than 73 million people in America know they have an unmet need for life insurance protection.²

So what’s holding them back?

² Based on 30 percent of total population of People aged 18 years and older in 2014, total Population by Child and Adult Populations, KidsCount Data Center, 2015
Of consumers who believe they need life insurance, 65% haven’t purchased it because they think it’s too expensive. △

While most Americans research life insurance online, more than 50% say they would rather work with a financial professional to purchase it. △

4 out of 10 people shop for life insurance after a major life event.

4 “Facts from LIMRA,” September 2014.
Why do I need life insurance?

**LIFE INSURANCE CAN HELP:**

- Support your family’s expenses
- Pay off your mortgage
- Cover education expenses for your children
- Replace income for your dependents
- Pay final expenses
- Create an inheritance for your heirs
- Pay federal and state estate taxes
- Create a source of savings
- Provide funds for charitable contributions

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7 World Financial Group Insurance Agency Inc., its affiliated companies and its independent associates do not offer tax and/or legal advice. Please consult your personal tax and/or legal professional for further guidance.
To help determine a family’s life insurance needs, family cycles are usually broken up into these five stages:
Let’s take a closer look at how life insurance can help families during these stages.

**EMPTY NESTERS**
It may seem counterintuitive to think that empty nesters need life insurance, but many people at this stage in their lives still have dependents and some may still have financial obligations, such as the mortgage on a first or second home. Additionally, it’s important to consider other living expenses in case one spouse dies and the other outlives him or her.8

**RETIREES**
Retirees may have other types of insurance at this stage, including final expense insurance, which pays for funeral and burial expenses, and/or long-term care insurance to pay for care from a disability or long-term disease. However, life insurance can help pay for costs that these cannot. A life insurance death benefit can help preserve retirement funds, help provide for an inheritance for heirs, and pay estate taxes.10 However, it’s important to remember that life insurance is best purchased at a younger age because it is usually less expensive.9

**YOUNG FAMILY**
Young families face the costs of raising a child, moving into a larger home or apartment, and saving for the future. A policy’s death benefit can help replace income, pay off debts, cover funeral costs, and even fund long-range needs, like college tuition or retirement, should a parent die.

Stay-at-home parents should also be insured as they provide vital household services such as childcare, house upkeep and transportation, which can be expensive to replace.9

**JUST MARRIED**
In marriage, a combined household income is often needed to maintain a standard of living. Both partners should have life insurance coverage to protect the other should either die prematurely. Even if a spouse does not work, life insurance is still necessary to help pay off any debts or to pay for funeral expenses.8,9

**ESTABLISHED FAMILY**
At this stage a family’s children’s needs are evolving. Should one parent suffer an untimely death, it’s important that the family be protected by a policy that helps cover expenses, including a child’s college tuition, and allows the family to protect their assets and continue toward their dreams.8

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So, how much insurance does your family need?

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**TERM**
Term life insurance policies provide coverage for a set time, or term, and build no cash value.

Term policies are considerably less expensive than permanent life policies with the same face value.

**PERMANENT**
Permanent life insurance policies remain in effect until the policy holder's death, provided premium payments are met.

Many permanent life insurance policies also add some type of savings plan that builds cash value over time.

**WHAT TYPE OF INSURANCE IS RIGHT FOR YOU?**
Term insurance provides protection against financial loss resulting from death during a specific period of time. Permanent insurance offers protection at a level premium for the entire lifetime of the insured. Both can provide the same death benefit but what suits you best depends on your needs.
You can compare features of different types of life insurance to see which one may be a good fit for you.
<table>
<thead>
<tr>
<th>FEATURE</th>
<th>TERM LIFE</th>
<th>WHOLE LIFE</th>
<th>UNIVERSAL LIFE</th>
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<sup>11</sup> Subject to certain limitations, premiums may be increased, decreased, skipped or stopped. The risk of a policy lapse increases if regular premium payments are not made.

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A Financial Needs Analysis can help identify your current financial situation as well as your needs and goals to determine what type of financial strategy, which may include life insurance, will work best for you.

A financial needs analysis provided by a WFGIA agent can help you answer these questions and more:

- How do I create a workable savings plan that I can stick to?
- How much insurance do I need? What types of insurance should I consider?
- What goals should I set, and how much do I need to save to reach these goals?

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13 The WFG Financial Needs Analysis, developed by World Financial Group, is based on the accuracy and completeness of the data provided by the client. The analysis uses sources that are believed to be reliable and accurate, although they are not guaranteed. Discuss any legal tax or financial matter with the appropriate professional. Neither the information presented nor any opinion expressed constitutes a solicitation for the purchase or sale of any specific security of financial service.
WHAT CAN A WFGIA AGENT DO FOR YOU?

Helping people feel more secure about the future is at the heart of what licensed WFGIA agents do every day. WFGIA has more than 49,000 agents throughout the United States, and each has access to products and services from many well-known providers. This gives you the power of choice and allows you to work with the associate to determine the appropriate products based on your needs.

YOUR NEXT STEP

Now that you understand more about life insurance, it’s time to decide what option is best for you and your family.

Your licensed WFGIA agent can further explain the different types of life insurance and help you find one that is right for your current circumstances.

Working together, you and your WFGIA agent can craft a winning strategy to make your family’s future more secure.