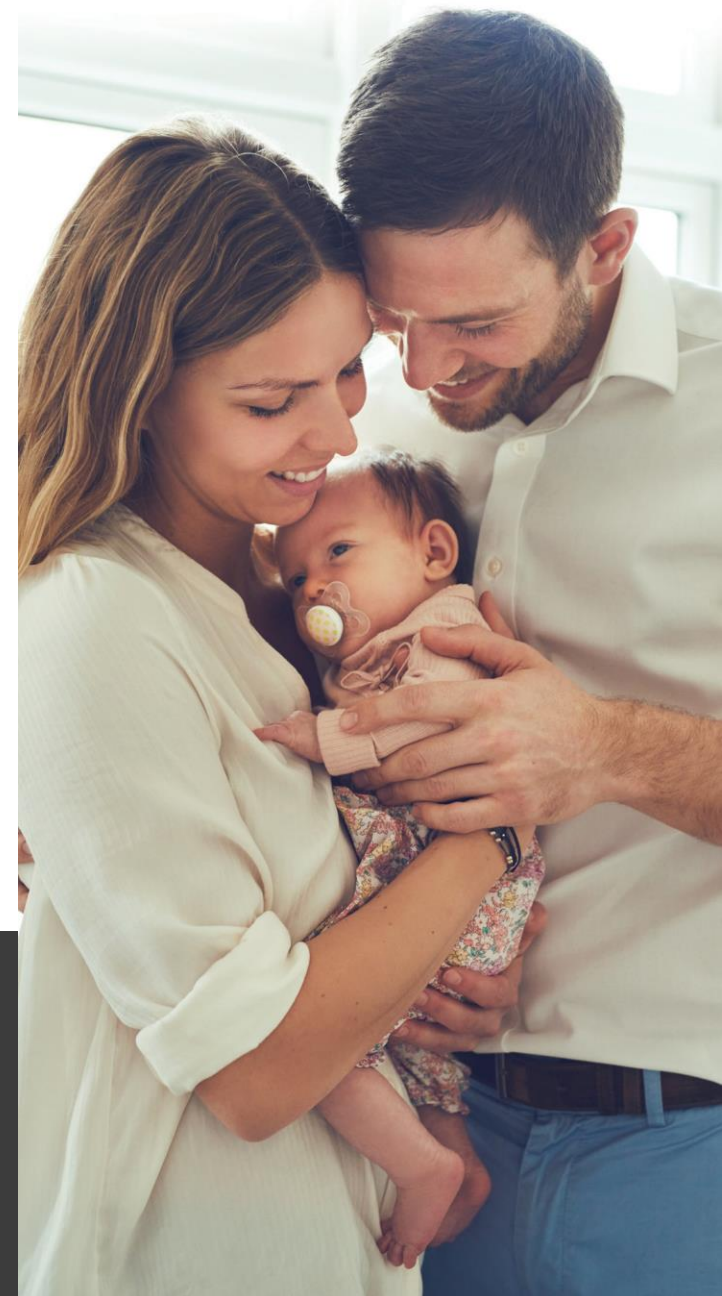


We'll Help You Meet Your Needs!

Your Financial Professional can help you determine what the best coverage is for you based on your current situation, your goals and your current tax status. In addition, they can take you through a basic life insurance needs analysis that will help you determine how much insurance is the right amount for you. Your Financial Professional will then analyze what product best fits your current situation and make recommendations to you based on what your goals are.

Your Financial Professional also has the ability to do a more detailed analysis of your estate or business to determine if you are taking full advantage of what your life insurance might be able to do for you.

Life Changes... So Does Life Insurance



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Life Changes...So Does Life Insurance

62% of Life Insurance Policyholders don't know what they own or how it works

If you realize how important Life Insurance is to your overall Financial Plan you should make sure that your coverage is adequate to meet your objectives. Those goals are constantly changing depending on what is happening in your life. A Policy Review is not necessarily a precursor to purchasing a new policy. There are 4 possible outcomes to a Policy Review:

- Your policy effectively meets your goals
- Your policy does not meet your goals
- Your policy is performing efficiently
- Your policy is not performing efficiently

Any of these life events could cause a need to add or subtract from your present coverage.

Review Components

A proper Life Insurance Review entails more than just a review of your death benefit. Review components should include:

- Death Benefit amount and needs analysis
- Premium and performance analysis to ensure your policy is performing on a cost effective basis
- Ownership and Beneficiary Designations to ensure that the policy is set up correctly and will meet your specific needs

While regular reviews are important, certain events are more likely to change your coverage needs. Some life events that can cause you to review your coverage are:

- Births and Deaths
- Marriages
- Starting A Business
- Buying a Home
- Receiving an Inheritance
- Creating an Estate Plan
- Change in Job Status
- Charitable giving needs



Life Insurance has changed dramatically over the past several years. Insurance companies have created new products that reflect lower costs of insurance based on the fact that people are living longer. With changes in interest rates and market performance, policies that are over 5 years old should be reviewed to make sure that they will stay in force and perform adequately. In addition, insurance companies have become more aggressive at underwriting various medical conditions, which can equate to lower costs.