



HELP MAXIMIZE YOUR CLIENT’S COVERAGE AND POLICY BENEFITS.

Many life insurance products today provide more than a death benefit as an increasing amount of insurance companies are adding additional benefits to address alternative needs for other life events a client may encounter. Here’s an easy way to explain these added benefits to your clients.

THE “THREE-BUCKET” STRATEGY

ACCUMULATION



Goal: Accumulate cash value for future use in addition to death benefit protection

Key benefits:

- Income tax-free death benefit
- Maximum cash accumulation potential
- Tax-deferred cash value growth
- Tax-preferred distributions ¹
- No age restrictions on cash value use

Uses:

- Supplemental retirement income
- Emergency funds
- College funding

TERM



10-15 Year Policy → Goal: Convert to accumulation and protection policy buckets

Key benefits: Affordable death benefit while locking in insurability

Uses: Short-term protection to cover debt obligations and/or cost of raising children in event of pre-mature death of a spouse.

20+ Year Policy → Goal: Cover long-term obligations and protect insurability

Key benefits: Affordable death benefit while locking in insurability

Uses: Short-term protection to cover debt obligations and/or cost of raising children in event of pre-mature death of a spouse.

PROTECTION



Goal: Guaranteed, lifetime death benefit protection

Key benefits:

- Guaranteed death benefit
- Lifetime coverage
- Income tax-free death benefit
- Chronic illness protection options

Uses:

- Estate and legacy planning
- Charitable giving
- Potential for CI coverage

¹ As long as your policy remains in force and is not a modified endowment contract

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