

LIFE INSURANCE THROUGH THE AGES

20s

INCOME: JUST STARTING OUT
FUTURE OUTLOOK: BRIGHT
COST OF COVERAGE: \$15-25/MO

The young client: Very little worries in life. Probably not thinking about life insurance, although one of the best times to obtain coverage. **IDEA:** Cement the relationship early. Introduce the idea of life insurance by recommending a low-cost, smaller policy to cover student loan debt.

30s

INCOME: ON THE WAY UP
FUTURE OUTLOOK: LIFE'S REAL
COST OF COVERAGE: \$15-25/MO

Experienced In Ways: The responsibilities are endless. Possibly married, small children. People beginning to depend on their income. No longer just about themselves. **One of the best times to introduce life insurance. This client worries and stresses about everything.**

40s

INCOME: STRONG
FUTURE OUTLOOK: COMING INTO FOCUS
COST OF COVERAGE: \$31-48/MO

Obligations Are Higher Than Ever: Income is normally at a high point but so are expenses. Paying for college, saving for retirement, caring for ailing parents, etc. **Focused on saving money for retirement. This is the optimal life stage for accumulation life insurance solutions.**

50s

INCOME: HIGHEST EVER
FUTURE OUTLOOK: NOW IS THE TIME
COST OF COVERAGE: \$73-112/MO

Well versed in life: Income is higher than ever. Obligations are decreasing (mortgage paid off, college almost complete, etc.) Retirement is becoming reality and so is financial security in retirement. **This client is kept up at night asking themselves. Am I financially prepared? IDEA:** life insurance solutions w/ living benefit riders.

60s

INCOME: FIXED / STABLE
FUTURE OUTLOOK: RETIREMENT IS HERE
COST OF COVERAGE: \$237-308/MO

Retirement is around the corner: Dealing with getting older. Looking forward to "enjoying life" in retirement. Concerned about their health and protecting their lifestyle. **IDEA:** while life insurance costs more than ever before, this client is more likely to be open to the higher cost if it comes with added protection. Focus on protection based products with w/ living benefit solutions.

For more information about consumer life stages contact your local AIMCOR member agency or visit www.aimcorgroup.com

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