



It's easy to see how a client's decision to postpone the purchase of life insurance can increase the risk of the financial burden that they could leave behind to a loved one in the event of a premature death but this isn't the only cost of waiting.

Often overlooked; but just as important is the "wallet impact". The longer we postpone the purchase of life insurance, the more expensive it becomes which leads to one simple question that every financial professional should be asking their clients. - **Are you willing to pay more for life insurance by waiting to purchase coverage?**

CASE STUDY #1

\$1,000,000 PERMANENT COVERAGE, 10 PAY* - NO CHANGE IN HEALTH

50 year old male,
Preferred rating

10-Pay premium
\$18,323

10-year funding total: **\$183,230**

60 year old male,
Preferred rating
10-Pay premium
\$28,719

10-year funding total: **\$287,190**

Cost of Waiting
\$103,960

Age 50

Age 60

Age 70

By waiting 10 years, an insured that remains healthy and able to qualify for the same underwriting class will pay \$100,000+ more in premiums to purchase the same coverage.

CASE STUDY #2

\$1,000,000 PERMANENT COVERAGE, 10 PAY* - DECLINE IN HEALTH

The client's health has declined over the 10-year period that they delayed purchasing coverage which increases the cost of waiting impact significantly.

50 year old male,
Preferred rating

10-Pay premium
\$18,323

10-year funding total: **\$183,230**

60 year old male,
Standard rating
10-Pay premium
\$35,099

10-year funding total: **\$350,990**

Cost of Waiting
\$167,760

Age 50

Age 60

Age 70

By waiting 10 years, an insured that remains healthy and able to qualify for the same underwriting class will pay nearly double the amount of premium to purchase the same coverage.

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