

Life Insurance Made Simple

Understand your options. Protect the people who matter most.

Life insurance helps protect the people who rely on you financially. If something unexpected happens, the right coverage can help your family maintain their lifestyle, pay off debts, and stay on track financially.

Today's life insurance options are more flexible than many people realize. Some focus on affordable temporary protection, while others provide lifetime coverage and the potential to build value over time.

This guide will help you understand the main types of life insurance so you can have a more informed conversation about what may fit your goals.

Start on the next page to explore your options.



Death Benefit Focused Life Insurance:



I want the most coverage for the lowest cost.

Best for income protection, mortgages, young families and short-term business needs

[Learn more about Term Life](#)



I want lifetime protection and cash value is not important

Best for people who prioritize long-term financial protection and value predictable, cost-efficient permanent coverage.

[Learn more about Guaranteed UL](#)



I want coverage to help handle funeral and end-of-life costs.

Best for people seeking an easy-to-qualify solution to help protect loved ones from final expenses and small outstanding debts.

[Learn more about Final Expense](#)

Cash Value Life Insurance:



I want strong guarantees and steady long-term growth

Best for people who value long-term stability, guaranteed policy values, and a disciplined approach to building financial security.

[Learn more about Participating Whole Life](#)



I want simple permanent coverage with predictable guarantees.

Best for people who prefer straightforward lifetime protection with fixed premiums and consistent value growth.

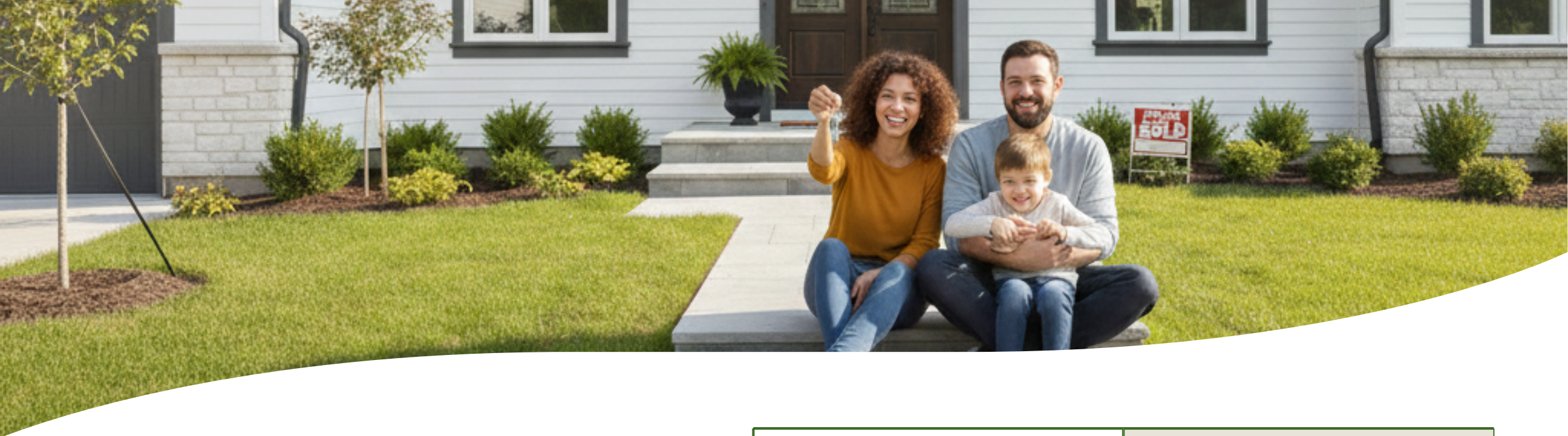
[Learn more about Non- Par Whole Life](#)



I want long term protection plus the potential to build cash value

Best for people who want flexible permanent coverage and are comfortable balancing protection with long-term growth potential.

[Learn more about Indexed UL](#)



Term Life Insurance

Term life insurance provides protection for a specific period of time, such as 10, 20, or 30 years. It is designed to help cover financial responsibilities that may not last forever, like replacing income during your working years, paying off a mortgage, or supporting children until they become financially independent. If you pass away during the selected term, your beneficiaries receive the death benefit. If the term ends while you are still living, the coverage expires unless you choose to renew or convert it. Because it focuses purely on temporary protection and does not build savings, term insurance is usually the most affordable way to secure a large amount of coverage when your family needs it most.

Pros

- The lowest cost life insurance product for high coverage amounts
- Simple and Easy to understand
- Flexible term periods to match your timeframe and needs: 10, 15, 20, 25, 30 years.
- Often has a conversion option, which allows you to “convert” your term into a permanent life insurance policy

Cons

- Temporary coverage: level premium ends at the end of the term period
- No Cash Value growth
- Conversion is expensive and limited to the products offered by the insurance company

Best Fit



- ✓ You need a large amount of coverage on a limited budget
- ✓ You need protection for your business
- ✓ You want protection only during working years or raising children
- ✓ You have temporary financial obligations to cover like a mortgage or other loans

Guaranteed Universal Life

Guaranteed universal life is designed for people who want dependable, long-term life insurance protection without paying for features they may not need. The primary goal of this policy is to keep coverage in force for your lifetime, often to a specific age such as 90, 100, or beyond, as long as required premiums are paid.

Unlike some other permanent policies, the focus here is not on building cash value but on providing a predictable and efficient way to leave money to your beneficiaries. Many people choose this option when they want the security of lifelong coverage combined with more affordable premiums than policies that offer cash value accumulation.

Pros

- ✓ Lifetime coverage with predictable premiums
- ✓ Straightforward design focused on protection
- ✓ Often more affordable than other permanent policies



Cons

- Little to No cash value growth
- Less flexible than other cash value life insurance policies
- Considered a “term-for-life” product



Best Fit

- ✓ You want the peace of mind of a lifetime death benefit
- ✓ Cash Value is not a priority
- ✓ You value an affordable stable premium to guarantee the death benefit will be available to your beneficiary



Indexed Universal Life

Indexed universal life is a flexible permanent life insurance policy that combines long term protection with the opportunity to build cash value over time. The policy's growth potential is linked to the performance of a market index, while built-in safeguards help protect against market losses. This means your cash value has the potential to grow in stronger markets but is generally shielded from negative market years. In addition, these policies often allow adjustments to premiums and death benefits within certain limits, making them appealing to people who want both protection and long-term financial flexibility. Because of its moving parts, this option typically works best for those who are comfortable with a more involved strategy.

Pros

- Long term death benefit Guarantee (sometimes for life)
- Potential for cash value growth
- Cash value is protected against market declines
- Cash Value allows for a more flexible premium structure

Cons

- More complex than other life insurance products
- Growth is capped, may be limited, it is also NOT guaranteed
- Requires ongoing monitoring and potential adjustments
- Costs can vary based on goals, can be higher or lower than Guaranteed UL



Best Fit

- ✓ You want long term protection plus Growth Potential
- ✓ You value flexibility in premiums and benefits
- ✓ You are comfortable with a more advanced strategy
- ✓ You have time to allow the cash value to grow



Participating Whole Life

Pros

- Guaranteed lifetime coverage
- Guaranteed cash value growth
- Ability to earn dividends that can be used to enhance the policy
- Very stable and predictable structure

Cons

- Higher premiums than most other options
- Less Flexibility in premium payments
- Slow cash value growth in the early years
- Requires long-term commitment

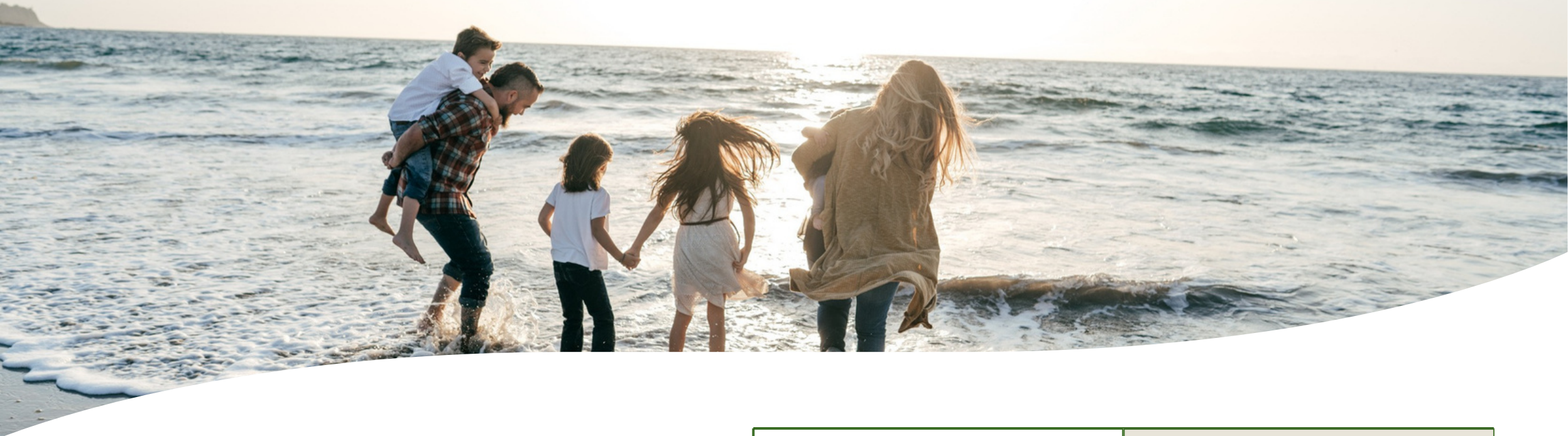
Participating whole life insurance is built on long-term guarantees and financial stability. It provides permanent life insurance coverage with fixed premiums that will not change, along with guaranteed cash value growth that builds steadily over time. In addition to these guarantees, the policy may earn dividends, which can be used in several ways, such as increasing coverage, building additional cash value, or reducing premiums. While dividends are not guaranteed, they have historically been an attractive feature for many policyholders. This type of policy is often chosen by individuals who value predictability, disciplined long-term growth, and the confidence that comes with strong guarantees.



Best Fit

- ✓ You value guarantees and stability
- ✓ You want predictable long-term growth
- ✓ You are comfortable paying higher premiums for stronger guarantees
- ✓ You plan to keep the policy long term





Non-Participating WL

Non-participating whole life insurance offers permanent coverage with a straightforward, predictable structure. Like participating whole life, it provides guaranteed premiums and guaranteed cash value growth that builds over time. However, it does not include dividend payments. Because of this simpler design, these policies are often easier to understand and focus primarily on delivering dependable lifetime protection. Many people choose this option when they want the certainty of permanent coverage and steady value accumulation without the added variables that come with dividend-paying policies.

Pros

- Guaranteed lifetime protection
- Guaranteed level premium
- Simple, straightforward design
- Predictable cash value growth

Cons

- Lower Cash Value with NO dividend potential
- Less flexibility than Universal Life
- Higher cost than Universal Life
- Slower early cash value buildup

Best Fit



- ✓ You want simple permanent coverage with cash value
- ✓ Predictability is more important than growth potential
- ✓ You prefer a set-and-forget policy
- ✓ You want lifetime protection with guarantees

Final Expense Life Insurance

Final expense life insurance is designed to help cover the costs that often arise at the end of life, such as funeral expenses, medical bills, or small outstanding debts. Coverage amounts are typically smaller than traditional life insurance policies, but the application process is usually much simpler and faster. These plans are often available in two forms: simplified issue, which asks a few health questions but does not require a medical exam, and guaranteed issue, which accepts applicants regardless of health history. Because approval is easier, final expense coverage can be an important solution for individuals who may not qualify for other types of life insurance but still want to protect their loved ones from unexpected financial burdens.

Pros

- ✓ Easier qualification than most life insurance
- ✓ Fast and Simple application process
- ✓ Designed specifically for end-of-life costs



Cons

- Lower coverage amounts
- Higher cost per dollar of coverage due to ease of underwriting
- Limited features
- Guaranteed issue is available but includes a waiting period to access full death benefit



Best Fit

- ✓ You want to cover funeral or final expenses only
- ✓ Cash Value is not a priority
- ✓ You have health concerns that limit other product options
- ✓ You want a quick and easy process

Which Plan is right for you?

There is no single life insurance solution that fits everyone. The right choice depends on your budget, time horizon, health, and overall financial goals.

Ready to find the right fit for you?

The best approach is the one that aligns with your personal goals, financial picture, and long-term plans. A thoughtful review of your needs can help determine which option — or combination of options — makes the most sense for you.

Term life insurance is often the most cost-effective way to protect income during your working years. **Guaranteed universal life** focuses on affordable lifetime protection with strong premium stability. **Indexed universal life** offers flexibility and the potential for long-term cash value growth.

Participating whole life is designed for those who value strong guarantees and long-term stability, while **non-participating whole life** provides a simpler permanent solution without dividend features. **Final expense insurance** is best suited for covering end-of-life costs, especially for those who want an easy approval process.



Feature	Term	GUL	IUL	Participating WL	Non-Par WL	Final Expense
Primary Purpose	Temporary protection	Lifetime protection	Protection + growth	Guaranteed lifetime	Guaranteed lifetime	End-of-life costs
Coverage Length	Temporary	Permanent	Permanent	Permanent	Permanent	Permanent
Cash Value	No	Minimal	Yes	Yes	Yes	Limited
Premium Flexibility	Low	Low	High	Low	Low	Low
Cost	Lowest	Moderate	Moderate–High	High	High	Moderate