CLIENT GUIDE

Life Insurance, Made Easier.

A clear guide to understanding the major types of life insurance - and what each one is designed to do.

PREPARED FOR YOU BY

Your insurance professional

NAME	AGENCY

PHONE	EMAIL

START WITH THE GOAL

What do you want your life insurance to do?

You do not need to start with a product name. Start with the job you want the policy to accomplish.

1	**Protect my income for a set period** Affordable protection for working years, a mortgage, children or temporary business needs.	TERM LIFE
2	**Provide long-term protection** Permanent coverage when the death benefit matters more than cash value.	GUARANTEED UL
3	**Build value with flexibility** Permanent coverage with cash-value growth potential linked to an index.	INDEXED UL
4	**Favor guarantees and stability** Lifetime coverage with guaranteed cash values and possible dividends.	PARTICIPATING WHOLE LIFE
5	**Keep permanent coverage simple** Fixed premiums and guaranteed cash value without dividend features.	NON-PAR WHOLE LIFE
6	**Cover final expenses** Smaller permanent coverage with a simpler application process.	FINAL EXPENSE

YOUR OPTIONS

Term Life Insurance

The most coverage for the lowest initial cost - when the need is temporary.

HOW IT WORKS

Term life insurance provides protection for a specific period such as 10, 20 or 30 years. It is designed for financial responsibilities that may not last forever, such as replacing income, paying off a mortgage or supporting children. If the insured dies while coverage is in force, beneficiaries receive the death benefit. After the initial level-premium period, coverage may end or continue at substantially higher renewal rates, depending on the policy.

USUALLY A GOOD FIT IF...

- Large coverage need on a limited budget
- Protection during working or child-raising years
- Mortgage, loans or temporary business needs

WHY PEOPLE CHOOSE IT

- Usually the lowest-cost way to buy a large death benefit
- Simple structure
- Term periods can match a specific horizon
- Many policies offer conversion privileges

WHAT TO CONSIDER

- Coverage is temporary
- No cash-value accumulation
- Post-level-term rates can be expensive
- Conversion periods and available products vary

YOUR OPTIONS

Guaranteed Universal Life

Long-term protection without paying primarily for cash-value accumulation.

HOW IT WORKS

Guaranteed universal life is designed for dependable, long-term death-benefit protection. Depending on the policy and funding schedule, coverage may be guaranteed to a selected age - such as 90, 100, 105, 121 or beyond - as long as the policy's guarantee requirements are satisfied. The focus is generally not cash-value accumulation, but an efficient way to provide money to beneficiaries.

USUALLY A GOOD FIT IF...

- You want long-term or lifetime death-benefit protection
- Cash value is not a priority
- You prefer a straightforward permanent design

WHY PEOPLE CHOOSE IT

- Long-term guarantees can match the coverage goal
- Focused on death-benefit protection
- Often more cost-efficient than accumulation-focused permanent policies

WHAT TO CONSIDER

- Little to no meaningful cash value
- Premium timing and funding requirements matter
- Less flexible than many cash-value UL designs

YOUR OPTIONS

Indexed Universal Life

Long-term protection plus the potential to build cash value.

HOW IT WORKS

Indexed universal life combines permanent life insurance with the opportunity to build cash value. Interest crediting is linked to a market index, subject to policy-specific caps, participation rates, spreads, floors and other terms. The policy does not invest directly in the index. A floor can limit negative index credits, but policy charges can still reduce cash value. Long-term results depend on funding, charges and non-guaranteed crediting.

USUALLY A GOOD FIT IF...

- You want long-term protection plus accumulation potential
- You value premium or death-benefit flexibility
- You have time for cash value to develop

WHY PEOPLE CHOOSE IT

- Potential for cash-value growth
- Flexible design within policy limits
- Index-linked crediting without direct index investment

WHAT TO CONSIDER

- More complex than term or GUL
- Crediting can be limited and is not guaranteed
- Policy charges can reduce cash value
- Requires ongoing review

YOUR OPTIONS

Participating Whole Life

Strong guarantees, predictable premiums and potential non-guaranteed dividends.

HOW IT WORKS

Participating whole life provides permanent coverage with contractual premiums, guaranteed cash values and guaranteed death benefits when policy requirements are met. The policy may also receive dividends, which are not guaranteed. Depending on the policy, dividends may be taken in cash, used to reduce premiums, left to accumulate or used to purchase additional insurance.

USUALLY A GOOD FIT IF...

- You value guarantees and stability
- You want permanent coverage with cash value
- You plan to keep the policy long term

WHY PEOPLE CHOOSE IT

- Guaranteed cash values and death benefit
- Predictable premium structure
- Potential dividends can enhance policy values

WHAT TO CONSIDER

- Premiums are often higher than term or GUL
- Dividends are not guaranteed
- Cash value may build slowly in early years
- Best suited to a long-term commitment

YOUR OPTIONS

Non-Participating Whole Life

Simple permanent coverage with predictable contractual guarantees.

HOW IT WORKS

Non-participating whole life provides permanent coverage with contractual premiums, guaranteed cash values and guaranteed death benefits when policy requirements are met. Unlike participating whole life, it does not pay policyholder dividends. Its appeal is simplicity: policy values are based primarily on the guarantees shown in the contract rather than on future dividend performance.

USUALLY A GOOD FIT IF...

- You want simple permanent coverage with cash value
- Predictability matters more than dividend potential
- You prefer a straightforward design

WHY PEOPLE CHOOSE IT

- Guaranteed protection when requirements are met
- Guaranteed cash-value schedule
- No reliance on non-guaranteed dividends

WHAT TO CONSIDER

- No dividend upside
- Less premium flexibility than universal life
- Can cost more than death-benefit-focused options
- Cash value may build slowly early

YOUR OPTIONS

Final Expense Life Insurance

Smaller permanent coverage designed around funeral and other end-of-life costs.

HOW IT WORKS

Final expense life insurance is generally permanent coverage with smaller face amounts and a simplified application process. It is commonly used to help with funeral costs, medical bills or small outstanding debts. Products may use simplified-issue underwriting with health questions or guaranteed-issue underwriting with no health qualification.

SIMPLIFIED ISSUE

Uses health questions. If approved, coverage commonly provides an immediate full death benefit and may cost less than guaranteed issue.

GUARANTEED ISSUE

No health qualification. It typically costs more and may include a graded or limited death benefit during an initial period.

USUALLY A GOOD FIT IF...

- You want to cover funeral or final expenses
- Health concerns limit other options
- You want a simpler application process

WHY PEOPLE CHOOSE IT

- Smaller permanent coverage
- Simplified underwriting can make applying easier
- Designed around end-of-life needs

WHAT TO CONSIDER

- Higher cost per dollar than fully underwritten coverage
- Coverage amounts are limited
- Guaranteed issue may include a graded benefit period

AT A GLANCE

Compare the major life insurance options

A quick way to see how the major options differ.

OPTION	PRIMARY GOAL	LENGTH	CASH VALUE	PRIMARY STRENGTH
Term	Temporary protection	Temporary	No	Maximum death benefit per premium
Guaranteed UL	Long-term protection	Permanent*	Minimal	Long-term guarantees
Indexed UL	Protection + growth	Permanent*	Yes	Flexibility + accumulation potential
Participating WL	Guarantees + stability	Permanent*	Yes	Guarantees + dividend potential
Non-Par WL	Simple permanent	Permanent*	Yes	Contractual predictability
Final Expense	End-of-life costs	Permanent*	Limited	Simplified access

The right product starts with the right goal.

There is no single solution that fits everyone. Budget, time horizon, health, coverage needs and long-term objectives can all affect which option may fit best.

*Permanent coverage depends on policy terms and, where applicable, required funding and policy performance.