

GUARANTEED UNIVERSAL LIFE vs. TERM



Today, many Americans feel underinsured. 40% believe they need more life insurance.¹

Your life insurance coverage should support your unique goals and help ensure financial protection for the people you care about most.



Life insurance typically falls into two main categories. One focuses on short-term coverage, while the other is designed for long-term or lifetime coverage. Both offer valuable protection, but they're built to address different planning priorities. Understanding how they compare can help you determine which approach best supports your financial planning goals.

Key Features and Differences

	Guaranteed Universal Life	Term
Coverage Duration	The policy is intended to provide guaranteed long-term death benefit protection—typically to age 90, 100, or even 121.	The policy is intended to provide death benefit protection for a limited time—typically 10, 20, or 30+ years.
Convertibility	The policy is designed to offer protection in older years, so it does not generally require conversion.	Most policies can be converted to a lifetime policy for a limited time period or maximum age.
Built-In Financial Benefits	Some policies accumulate cash value, which can build over time and may be available to use during life via policy loans or withdrawals. Others offer a return-of-premium feature, allowing the insured to receive some or all of the premiums back if they no longer need the policy.	The primary purpose of the policy is to provide death benefit protection, and it does not build cash value.
Cost	Higher cost.	Lower cost.



Ask Your Financial Professional

What policy features of term or lifetime coverage best align with my broader financial planning goals?

¹LIMRA. "2025 Facts About Life Insurance." LIMRA.com. September 2, 2025.

For more information, contact your financial professional
or visit PacificLife.com

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Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the insurance company with regard to such guarantees because these guarantees are not backed by the independent broker/dealers, insurance agencies, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the issuing company.

Life insurance is subject to underwriting and approval of the application and may incur monthly policy charges.

The primary purpose of life insurance is to provide death benefit protection in the event of the insured's death.

Universal Life Insurance generally requires additional premium payments after the initial premium. If either no premiums are paid, or subsequent premiums are insufficient to continue coverage, it is possible that coverage will expire.

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