



PROTECTION TO FIT YOUR BUDGET



75% of Americans overestimate the cost of life insurance.¹

This may be due to an information gap. Without understanding the basics, estimating the cost becomes guesswork—which is often inaccurate.”



Life insurance plays a key role in helping provide financial protection for the people and causes you care about most. It works by providing a death benefit²—a payment made to your designated beneficiaries named on the policy after you pass—that can help cover everyday expenses, replace lost income, protect their financial future, and more. If you assume life insurance is out of reach and delay—or avoid getting coverage altogether—your loved ones could be left without that security when they need it most.

Life Insurance Can Be More Affordable Than You Think

The average American household spends about \$46 per month on streaming services,³ while the average cost of term life insurance is only \$26 per month.⁴ So, for less than the cost of your monthly digital entertainment, you can have the peace of mind that your loved ones will be financially protected.

In addition to financial protection, there are several benefits life insurance offers:

- **Income Replacement:** Can help replace lost income for loved ones who depend on the policyholder's earnings.
- **Debt and Final Expense Coverage:** Can help pay off outstanding debts, mortgages, medical bills, and funeral costs so loved ones don't inherit those liabilities.
- **Estate Planning:** Life insurance proceeds are generally excluded from the beneficiary's taxable income and can help cover estate taxes.⁵
- **Protection for Unexpected Medical Expenses:** Some life insurance products offer a choice of living benefits to help plan for serious long-term medical expenses.
- **Cash Value Accumulation Potential:** Certain types of life insurance products offer the potential to build cash value over time, which can be accessed tax-free⁶ through loans and withdrawals to help cover emergencies, supplement retirement income, or address other financial needs.

Depending on the type of policy and your individual circumstances, life insurance can fit comfortably into a household budget without requiring major lifestyle changes.



**Ask Your
Financial Professional**

What's the first step in finding out what the cost of life insurance coverage would look like for me?

¹Life Happens & LIMRA. "They Don't Understand Life Insurance and Overestimate Its Cost." LifeHappens.org. June 2025.

²For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Sec. 101(a)(1). In certain situations, however, life insurance death benefits may be partially or wholly taxable. Situations include, but are not limited to: the transfer of a life insurance policy for valuable consideration unless the transfer qualifies for an exception under IRC Sec. 101(a)(2) (i.e., the transfer-for-value rule); arrangements that lack an insurable interest based on state law; and an employer-owned policy unless the policy qualifies for an exception under IRC Sec. 101(j).

³Forbes. "Most Popular Streaming Service Statistics: Biggest Streaming Services by Market Share." Forbes.com. January 19, 2026.

⁴NerdWallet. "Average Life Insurance Rates for February 2026." NerdWallet.com. January 29, 2026.

⁵According to the One Big Beautiful Bill Act of 2025, the federal estate, gift, and generation-skipping transfer (GST) tax exemption amounts are all \$15,000,000 per person (indexed for inflation effective for tax years after 2025); the maximum estate, gift and GST tax rates are 40%.

⁶For federal income tax purposes, tax-free income assumes, among other things: (1) withdrawals do not exceed tax basis (generally, premiums paid less prior withdrawals); (2) policy remains in force until death (any outstanding policy debt at time of lapse or surrender that exceeds the tax basis will be subject to tax); (3) withdrawals taken during the first 15 policy years do not cause, occur at the time of, or during the two years prior to, any reduction in benefits; and (4) the policy does not become a modified endowment contract. See IRC Sec. 72, 7702(f)(7)(B), 7702A. Any policy withdrawals, loans, and loan interest will reduce policy values and may reduce benefits.

**For more information, contact your financial professional
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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.

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