



PACIFIC LIFE

Pacific Life Insurance Company

FINAL EXPENSE COVERAGE

How to Use PL Promise GUL¹ With Your Clients

Goal: Secure more affordable final expense coverage

Scenario

Meet John

John is single, age 70, and on a budget. For death benefit protection he bought a whole life insurance policy five years ago with a \$25,000 face value so his younger siblings wouldn't be burdened with his final expenses. The annual premium is \$1,868. Due to his rising monthly expenses, John needs to lower the cost of his life insurance while still maintaining his \$25,000 death benefit.



Approach

John applies and qualifies for **PL Promise GUL** at Standard Non Tobacco risk class, which will cost \$1,270/year for lifetime coverage.

Considerations

- Since John had a medical exam and blood lab by his doctor within the last 12 months, he does not need an additional insurance lab or exam. He will only need to complete an application and provide health history, regardless of his final rate class.
- The whole life product may have provided higher cash values than the PL Promise GUL product, but John's primary concern is affordability of coverage and reducing his monthly expenses.

Result: PL Promise GUL provides the same \$25,000 lifetime death benefit at 32% lower premiums than this whole life alternative.

For questions or more ideas about how to use PL Promise products, reach out to your PL Promise Team at (800) 900-9777 or at LynInternalSales@PacificLife.com

¹PL Promise GUL Universal Life Insurance with No-Lapse Guarantee. (Form series P18PRUL, S18PRUL), varies based on state of policy issue.

There are circumstances in which replacing your client's existing life insurance or annuity can benefit your client. You should make a careful comparison of the costs and benefits, including any applicable surrender charges, of your client's existing policy and the proposed policy to analyze how a replacement may affect your client's plan of insurance. You should provide this information to your client and discuss whether replacement is in your client's best interest.

Many life insurance products have some flexibility in how they are structured. For example, death benefit coverage under certain products may be provided through a combination of the base policy and any available term or other riders. Each policy selected, illustrated, and sold should be structured based upon your client's particular insurance needs and financial objectives. It is your responsibility to know that the particular policy selected, illustrated, and sold will best meet your client's needs.

Not all products or optional benefits are available in all states or firms, and features may vary by state and firm. Contact your firm or Pacific Life representative for availability.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.



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Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state. 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 life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, 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 life insurance company.

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.

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

The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value