

ASSURITY MOMENTS



Five everyday life insurance opportunities hiding in plain sight. Once you see them, you'll see them everywhere.

1 Securing the Family Business

When the business depends on the owner. And the owner's family depends on the business.

Why Assurity? Our Term Life with optional Return of Premium benefit¹ provides protection during critical business-building years, with the potential to return up to 100% of premiums paid if the owner outlives the term.

2 Retiring with a Mortgage

When retirement is approaching. But the mortgage payoff date isn't.

Why Assurity? Our 10- and 15-year Term Life provides accessible, low-friction coverage options for clients approaching retirement who need protection for a specified period.

3 Building a Life in America

When clients are building their lives in the U.S. without permanent residency.

Why Assurity? Assurity is one of the few carriers with a dedicated Middle Market Foreign Resident Program, with Term Life and Whole Life options for eligible clients.

4 Empowering the Next Generation

When parents or grandparents want to put lifelong protection in place for a child.

Why Assurity? Our Children's Whole Life makes it easy to put coverage in place while they're young, with just three health questions and 95% of applications auto-decided.

5 Protecting Everyday Lives

When clients want permanent protection to cover everyday financial obligations.

Why Assurity? Whole Life offers permanent death benefit protection with competitive pricing for clients with straightforward coverage needs.



See the moment. Think Assurity. assurity.com/moments

Assurity®

1. Optional Return of Premium benefit provided under the Endowment Benefit Rider (ROP Rider in some states). Only available on 20- and 30-year term policies. Premiums paid for any other optional riders are not returned. Endowment Benefit Rider (ROP) returns a percentage of premiums paid for the term life base policy and premiums paid for the Endowment Benefit Rider (ROP), less any benefits paid.

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