

ASSURITY MOMENTS



Children's Whole Life Sales Idea: Empowering the Next Generation

The Moment: A Gift That Grows with Emma

Donna wants to give her 6-year-old granddaughter Emma something more lasting than another birthday or holiday gift. She's looking for a way to help provide a financial foundation that can grow with her granddaughter and benefit her well into the future.

She wants to:

- Give her granddaughter life insurance protection that can last a lifetime
- Help protect her future insurability
- Build cash value she can use later in life

Solution

Children's Whole Life Insurance provides Emma with guaranteed permanent protection while building cash value she can access later in life.

Donna chooses to gift a **\$25,000 in Children's Whole Life** policy to Emma with a \$25,000 Guaranteed Insurability Rider*, giving her granddaughter the opportunity to purchase additional coverage in the future even if something impacts her insurability.

As a grandparent, Donna can sign the application and own the policy, with ownership automatically transferring to Emma when she's older.

\$25,000 of Children's Whole Life coverage for a 6-year-old + \$128.²⁵/yr.

\$25,000 Guaranteed Insurability Rider + \$12.⁷⁵/yr.

Total Annual Premium \$141.00/yr.

It's a lasting way to help give her granddaughter a financial foundation that can grow with her.

Assurity®

Illustration based on female, Age 6, Juvenile, Pay to age 100

* Guaranteed Insurability Rider comes at additional cost. Additional benefits purchase amounts range from \$10,000 to \$50,000, subject to a maximum of the initial base policy benefit amount. The purchase of additional benefits will increase premium. A parent or legal guardian must sign the application and HIPAA authorization form for face amounts over \$100,000.

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Policy Form No. 1 L2418 and Rider Form No. R 11907 are underwritten by Assurity Life Insurance Company, Lincoln, Nebraska.

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