

ASSURITY MOMENTS



Whole Life Protect+ Sales Idea: Protecting Everyday Lives

The Moment: Protecting His Son's Future

David is raising his son and working hard to give him a secure future. Like many parents, his income helps cover everything from housing and groceries to his son's needs now and into the future. David wants to make sure his son has something to rely on if he's no longer there to provide for him.

David wants to:

- Help his son stay financially secure if something happens to him
- Provide money for everyday expenses and future needs
- Put protection in place that can last a lifetime

Solution

David chooses **\$100,000 in Whole Life Protect+ Insurance**. The policy provides permanent life insurance protection with a death benefit his son can rely on, helping provide money for everyday living expenses, childcare, education and other future needs if David dies.

Unlike coverage designed to protect him for a specific period, David's Whole Life policy can stay in place throughout his life as long as required premiums are paid. His price and coverage amount won't change as he gets older, and the policy builds guaranteed cash value over time.

\$100,000 Whole Life Protect+

Total Monthly Premium **\$85.⁸⁷/mo.**

Illustration based on male, Age 35, Standard Non-Tobacco, Pay to age 100

For David, it's a way to help protect the life he's building for his son today, while putting lasting protection in place for the future.

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