



Sales Idea

Get More Out of Life - Accumulation

Cash Value Growth for the Sandwich Generation

Breanna, 45, is married with a young daughter and is caring for her aging mother-in-law, who moved in this spring. Breanna is part of the growing **sandwich generation** – people caring for their parents and children at the same time. Like many others in her position, Breanna is concerned about balancing her different needs. She’s searching for a solution that lets her access cash if needed—for her daughter, mother-in-law, or retirement.

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Solution

Breanna researches her options and speaks with her insurance professional before deciding on **Whole Life Perform+ Insurance with a \$100,000 face value**. It’s exactly what she’s looking for: **lifetime coverage with a guaranteed death benefit and guaranteed cash value growth she can access at any time.**

\$166.⁰⁸/mo.
\$100,000 Whole Life Perform+

She can withdraw or borrow¹ cash value to help pay for care or home modifications for her mother-in-law, or to help with her daughter’s college. And it will continue to grow as she approaches retirement, allowing her to supplement her own savings.

		Available if she needs college funds ⋮	Available if her mother- in-law requires home modifications ⋮	Available if she needs retirement income ⋮	
Year	5	10	15	20	25
Guaranteed Cash Value	\$4,412	\$12,246	\$20,877	\$30,296	\$40,423
Guaranteed Death Benefit	\$100,000				

Illustration based on female age 45, Preferred Non-Tobacco, Pay to age 100

1. A withdrawal of dividends or paid-up additions, or taking a policy loan will reduce your death benefit amount. A minimum amount must be retained to keep the policy in force. Withdrawals may be subject to a fee. Assurity charges interest for policy loans.

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Policy Form No. I L2418 and Rider Form Nos. R I2422 underwritten by Assurity Life Insurance Company, Lincoln, Nebraska.

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