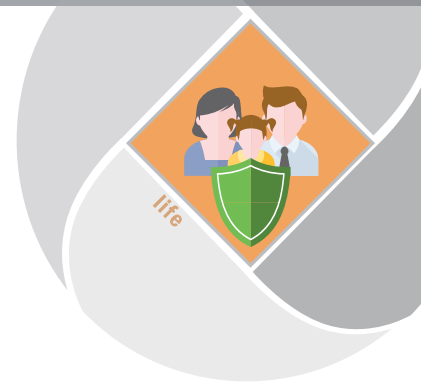


LIFE 101

The Right Protection at the Right Time:

Transferring Wealth and Leaving a Legacy



At each stage of life, it's vital for your clients to have life insurance protection that will meet their immediate needs and help prepare them for the future. Helping clients understand their options so they can find the right protection at the right time is critical. Many clients are looking for affordable protection to cover the essentials. Take a look at some personal and business-related profiles, considerations, and possible solutions.

Client Profiles

Personal

Clients May Be:

Couples facing tax exposure
Individuals who want to create a legacy

Examples include:

- Clients in or near retirement who have appreciating real estate and other assets
- Residents of states with high inheritance taxes
- Retirees who are not millionaires but who want to make a positive difference in their communities and with their families

Considerations:

Clients May...

- Express concern about federal or state estate taxes
- Be unaware that inheriting qualified assets can create income tax exposure for their heirs
- Be magnifying their endowments
- Be putting plans in place so they will be remembered when they are gone
- Be protecting legacy assets from market risk

Business

Clients May Be:

Business owners who want to transfer ownership and management of the business in the event of death, retirement, or disability

Considerations:

- Want to assure continuity for customers, employees, creditors
- Be looking for efficient means to transfer business interests between family members, perhaps at a discount as a gift
- Be looking to minimize estate and gift tax liability



Potential Solutions

What are a few possible solutions for clients who want to effectively pass on their wealth, leave a legacy, or ensure their business continues after they are gone? There are many options available, but some good choices to consider are single premium indexed universal life, variable universal life, or whole life; guaranteed universal life, indexed universal life, variable universal life, or whole life with lifetime death benefit guarantees; and survivorship/second-to-die life insurance products.

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