

3 Key Questions to Ask About Life Insurance



At Primerica, we believe there's no "one size fits all" when it comes to your life insurance coverage. Your family deserves the right coverage, with the right features for your family's needs, at the right price, and backed by the right company.

Not all life insurance is created the same. Before you make any decisions, ask yourself these three key questions.

Question 1:

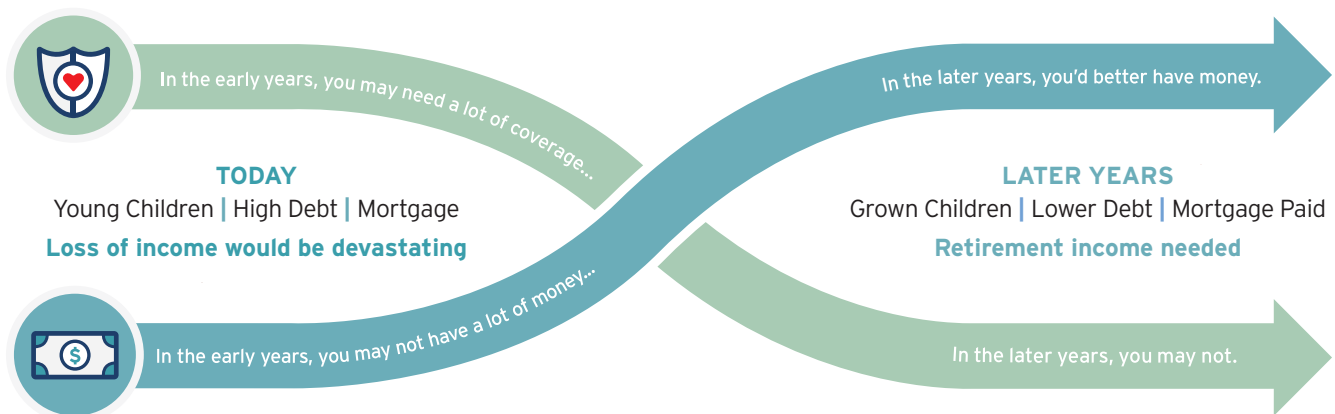
Do I Really Need Life Insurance?

If anyone depends on your income or if you have obligations (debt, mortgage, etc.) that would fall to someone else to handle if you were to die, then the answer is likely, **"Yes."**

Think about it this way:

If you calculate how much you'll earn in a lifetime, it likely would add up to a "fortune." The potential risk of losing that earning power - earnings you're counting on to fund your family's biggest goals like buying a home, paying for your kids' education, reducing debt, saving for retirement, etc. - especially at the early or mid-point of those years, is what makes life insurance important for most people.

We call this **The Theory of Decreasing Responsibility.**



Be prepared. As life expectancy continues to rise, you need to make your retirement savings last longer. If you're still working to catch up on saving money in your later years, you may need income protection for a longer period.

Where are you on this timeline? How long do you need income protection?

Question 2:


What Is the “Right” Kind of Life Insurance?

Only about half of Americans own a life insurance policy.¹ And for those who do have coverage, many don't feel like they have enough.² In fact, most families fall into one of these four categories.

Scenario 1

No Life Insurance Coverage

If something were to happen to the breadwinner, your family could be at serious risk of financial devastation without life insurance coverage in place. With Primerica's term life insurance, your family can have peace of mind!

No Life Insurance			30 year Primerica PrecisionTerm Coverage				
<ul style="list-style-type: none">X UncertaintyX FearX Worry 	\$0	\$0	\$0	Policy 1	John Age 30	\$150,000 Primerica PrecisionTerm	\$29.05*
	John Age 30	Mary Age 28	Monthly Premium	Policy 2	Mary Age 28	\$150,000 Primerica PrecisionTerm	\$23.80
					Children	\$10,000 Child Rider	\$5.42
				Total Coverage		\$310,000	\$58.27* per month
For less than \$2.00 a day ... your family could be protected							
Are you leaving your families future to chance?							

*\$65 Annual Policy Fee included in the longest term product's premium per applicant.

Monthly premium for Policy 1, insured age 30, Class 6 for 30-year Primerica PrecisionTerm policy ICC21PA0 or PLF22PA0 in the U.S., and Policy 2, insured age 28, Class 4 for 30-year Primerica PrecisionTerm policy ICC21PA0 or PLF22PA0 in the U.S. plus a child rider, form ICC21CRO or PLF22CRO in the U.S. of \$10,000 on two children, underwritten by Primerica Life Insurance Company (Executive Offices: Duluth, GA).

More than four in 10 adults in the U.S. report not having life insurance coverage - or not having enough life insurance coverage.

LIMRA.com, "New Study Shows Interest in Life Insurance at All-Time High in 2023," April 24, 2023

Scenario 2

Group Life Insurance Only

Group life insurance through an employer can be a part of financially protecting your family, but there are a few significant drawbacks. Because group life insurance is usually limited to a lump sum or one to two years' salary, your policy's face value still may not be enough for your needs.³

Further, since group coverage is usually linked to your job, you may only be covered as long as you're employed. What happens if you get laid off? What if you become so ill you're unable to work? Or, what if you develop a chronic illness later that makes purchasing additional insurance impossible or very costly?

Private insurance can help offer more peace of mind than group insurance alone.

\$56,014 Average issued group policy in 2022⁴
\$260,127 Primerica's average policy face amount for 2022⁵

Scenario 3

Other Kinds of Life Insurance

Getting your life insurance right can help ensure your family's financial future and give you peace of mind. Not all life insurance is the same - which is why it's crucial to understand how it works so you can make an informed decision. The two types of life insurance are **cash value** (can be whole life, universal life, variable life, or indexed universal life) and **term**.

Simply put, cash value life insurance is a bundled product that combines life insurance coverage with an investment account. Term life insurance is purely income protection purchased for a set period of time (the "term").

Cash Value Life Insurance

- Typically more expensive.⁶
- Investing in a cash value policy is not the same as investing in a retirement plan such as a Roth IRA or 401(k) account.
- Cash value doesn't typically accumulate for the first few years.
- If you borrow from the cash value, you'll typically pay it back with interest.
- The cash value most often earns a lower rate of return than you could potentially earn if you put your money into a vehicle such as a Roth IRA.⁷
- If you die with the policy in force, beneficiaries receive the death benefit (less any outstanding cash value loan balance) while the insurer usually keeps any accrued cash value.

"Term life insurance is the least expensive option, especially if you're young and healthy."

NerdWallet.com, "Term Life vs. Whole Life Insurances: Differences and How to Choose," May 10, 2023

"Generally speaking, term life insurance is a good fit if you're looking for a way to safeguard your beneficiary or beneficiaries while you have ongoing and future financial obligations like a mortgage or college tuition for your children."

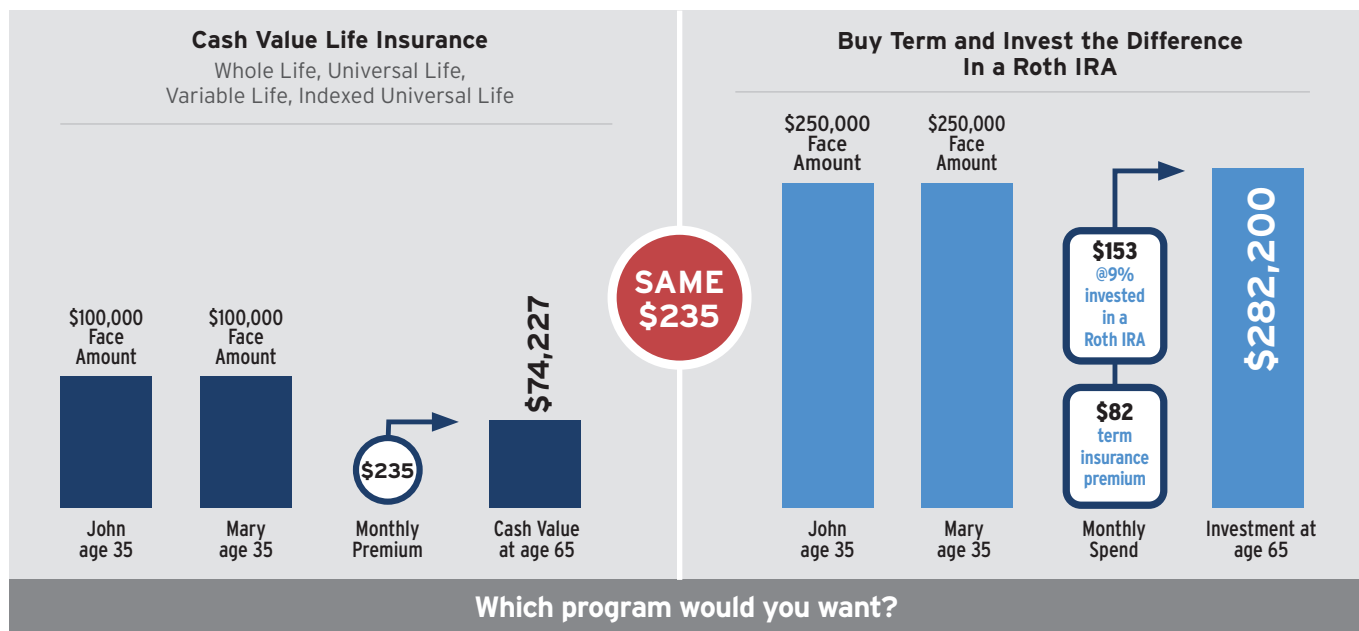
CNN.com, "What Is Term Life Insurance?" November 20, 2023

"Term life insurance is usually the most affordable option when you want life insurance to cover financial obligations that are temporary."

Forbes.com, "What Is Term Life Insurance?" September 25, 2023

Buy Term and Invest the Difference

Primerica's commitment to our Buy Term and Invest the Difference approach perfectly aligns with the stages of life illustrated by The Theory of Decreasing Responsibility. For the vast majority of families, term life insurance is the best way to affordably protect your family's goals as you build your lives together, while investing for your future.



Monthly premium and accumulated cash value for cash value policies is an average of whole life policies from three major North American life insurance companies for male and female, both age 35 and standard risk. Cash value life insurance can be universal life, whole life, etc., and may contain features in addition to death protection, such as dividends, interest or cash value available for a loan or upon surrender of the policy. Cash value insurance usually has level premiums for the life of the policy.

Term insurance provides a death benefit and its premiums increase after initial premium periods and at certain ages. Primerica monthly premium for 30-year Primerica PrecisionTerm Policy 1, Class 6, husband, form ICC21PA0 or PLF22PA0 in the U.S., and Primerica PrecisionTerm Policy 2, Class 4, wife, form ICC21PA0 or PLF22PA0 in the U.S., both age 35, underwritten by Primerica Life Insurance Company, Executive Offices: Duluth, GA. Hypothetical investment assumes a constant 9% rate of return, compounded monthly, and is not indicative of any specific investment. Any actual investment may be subject to taxes and fees, which would lower performance. This example shows a constant rate of return, unlike many types of investments which will fluctuate in value. It is unlikely that an investment would grow 9% or more on a consistent basis. Investing entails risk including loss of principal.

Scenario 4

Other Term Insurance

Not all term life insurance is created equal. When comparing the life insurance that is right for you and your family, it's important to pay attention to policy specifics - and to the company that is offering them. Primerica's affordable term life insurance products are packed with features designed to help give your family the right protection for your needs and budget.

Industry Term	Primerica Term
<p>What's in Your Policy?</p>	<ul style="list-style-type: none"> • Personal Service/FNA • Rated A+ (Superior) by A.M.Best* • Guaranteed Rates • Conditional Coverage • One Child Rider Covers All Kids • Automatic Increase Request (AIR) • Liberal Child Rider Conversions • Affordable 5-Year Level Renewal Rates
	<ul style="list-style-type: none"> • Achieved Contestability Honored • No War or Terror Clause • Term Durations up to 35 Years** • Automatic 10% Increasing Benefit Rider (IBR) • Waiver of Premium • Continue Spousal Coverage • Terminal Illness Rider up to 70% w/ Waiver of Premium • Policy eDelivery
Not All Term Life is Created Equal	

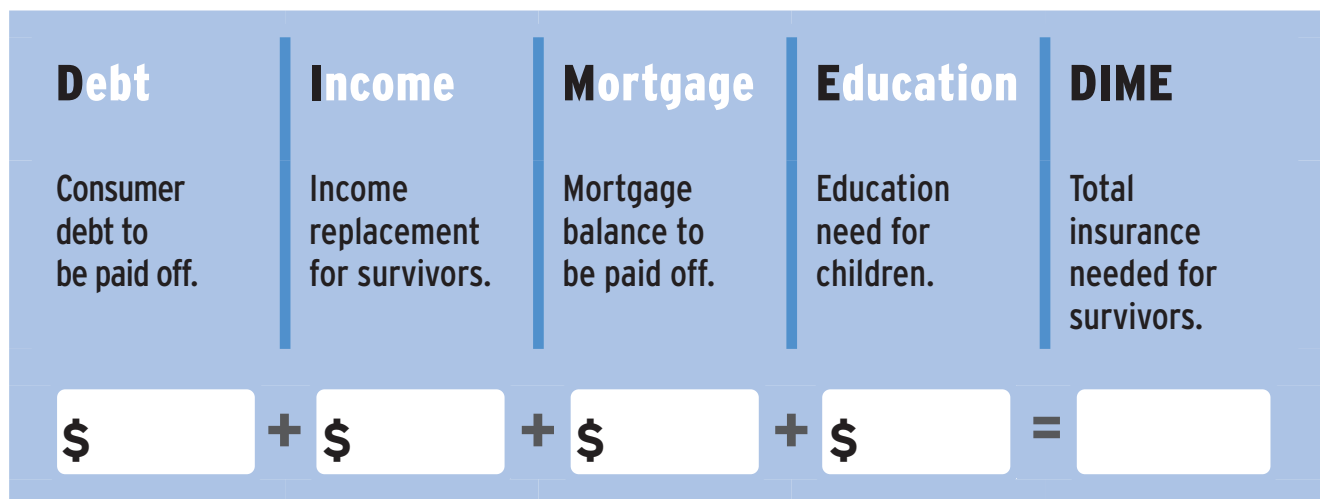
*The following Primerica life insurance companies have been rated A+ (Superior) by AM Best, as of November 15, 2023: Primerica Life Insurance Company, Primerica Life Insurance Company of Canada, and National Benefit Life Insurance Company. AM Best ratings range in order from the highest ratings as follows: A++, A+, A, A-, B++, B+, B, B-, C++, C+, C, C-, D, E, F. For the latest Best's Credit Rating, access www.ambest.com.

**Term durations up to 30 years in New York.

Question 3:

How Much Life Insurance Do I Need?

If you're like most families, the answer to that question is likely "more than you have." Remember that "fortune" you'll earn over a lifetime of income? The DIME Method is an easy way to figure out how much coverage your family would need in order to maintain your current quality of life *and* keep the financial goals you intend to fund with that lifetime of income alive.



"A simple way to determine your life insurance need is to consider any future financial obligations you want to cover - such as income replacement for your working lifetime, your mortgage balance, other large debts, estimated funeral expenses, and childrens' education costs."

NerdWallet.com, "How Much Life Insurance Do I Need?" August 17, 2023

The Answer: Primerica - A Company You Can Trust

Since Primerica was founded in 1977, millions of Main Street families across North America have trusted us to help them achieve their financial goals.

Your path to a better financial future starts with the Financial Needs Analysis (FNA). The FNA allows us to take a comprehensive snapshot of your current financial health and identifies personalized solutions to help you reach your goals at every stage of life.

Simple, Easy Process with a Personal Touch

- **Convenient Appointments** - Whether you prefer a video conference call or an in-person meeting, we will meet with you on your terms.
- **Innovated Technology** - Our innovative technology provides flexibility and a seamless experience from start to finish.
- **Simplified Solutions** - Getting the right life insurance coverage for your needs doesn't have to be complicated. Primerica's simplified processes and term life insurance solutions are accessible and easy to understand.
- **Coverage You Can Afford** - We will be there every step of the way to help ensure your family gets the coverage you need at a price that fits your budget.

Protect What Matters Most

Primerica understands how important your loved ones are to you. Let us show you how Primerica can help you protect what matters most and get on track to achieving your family's financial goals.

Stay Connected with MyPrimerica.com

Primerica's secure online portal, MyPrimerica, helps you stay connected to your Representative, your products and your financial goals. Once you have an active Primerica life insurance policy or investment account, visit www.MyPrimerica.com, select the "Register Now" option and follow the registration instructions to access this resource.



www.primerica.com
www.MyPrimerica.com

1. Forbes.com, "Life Insurance Statistics, Data and Industry Trends 2023," June 21, 2023 2. LIMRA, 2023 Insurance Barometer Study 3. Bankrate.com, "Group Life Insurance," August 1, 2023 4. ACLI 2023 Fact Book 5. Primerica company records for 2022 6. NerdWallet.com, "Term Life vs. Whole Life Insurance: Key Differences and How to Choose," February 7, 2024 7. Investments will fluctuate in value and returns are not guaranteed.

Primerica representatives market term life insurance underwritten by Primerica Life Insurance Company, Executive Offices: Duluth, GA in all U.S. jurisdictions (except New York). Primerica PrecisionTerm term life insurance policy form ICC21PA0 or PLF22PA0 in all U.S. jurisdictions (except NY). Primerica PowerTerm term life insurance policy form ICC21QA0 or PLF22QA0 in all U.S. jurisdictions (except NY).

Not for use in New York.