

Term or permanent life insurance?

Which one best suits your life?

You insure your home, your car, and even your health—so why not your life?

It's easy to think of life insurance as something to “get later.” But it's never too early to have a plan in place to protect those who depend on you.



Life insurance can be used in times of need. Like providing additional financial security for your family after you're gone. Or allowing you to save more for the big expenses in life—like college tuition or your retirement. And helping protect your business by delivering benefits to key employees. So how do you decide what type of life insurance to purchase?

› **Term insurance** provides affordable coverage to meet your unique needs, like protection for your family, a mortgage, or maybe a business loan.

- You choose the length and amount of protection.
- Your payments stay the same until the end of the term.

› **Permanent insurance** provides coverage for lifetime needs, such as:

- Helping protect what matters most after you're gone
- Helping cover unexpected health issues
- Paying fewer taxes in retirement
- Accumulating tax-advantaged savings
- Filling retirement gaps

Permanent life insurance can also accumulate cash value to help with lifetime needs. Every time you make a payment, part of it goes toward insuring your life, while part of it becomes cash value you can access when needed through a loan or withdrawal.

Asking yourself some basic questions can help you start thinking about your needs.

What's most important to you?

Do you want to protect **short-term needs** and stick to a **budget**?

Term life insurance can offer you a lower-cost solution.

Do you want the **flexibility** to adjust your coverage and payment for **life's what-ifs** down the road?

Permanent life insurance can offer you a lifetime protection solution.

Whether it's the **lower cost** of term insurance or the **flexibility** of permanent insurance, we're here to help.

Protect what matters most to you with life insurance. Get a quick quote for term insurance or use our calculator to see how much coverage is right for you at principal.com/individuals/insure/life-insurance/protect-what-matters-most.



Watch a brief video at principal.com/termorperm. Your financial professional can answer any questions you may have.



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