

FOR AGENT USE
WITH CONSUMERS

PROMISES FOR LIFE It's our mission.



Our mission is supporting promises for life. That means delivering on the promises we make to you, our policyowners. And we've been keeping them year after year, decade after decade.

Our goal is to ensure that your loved ones promptly receive the funds they need at a time when those funds are most needed. It's that simple.

A.M. Best, a leading independent analyst of the insurance industry since 1899, has assigned a financial strength rating of A- (Excellent) to United Home Life. United Farm Family Life's financial strength rating is A (Excellent), and we have held this rating consistently for over half a century.

Combined, we have more than \$2.5 billion in assets, and over \$21 billion of life insurance in force, so we're well-positioned to meet our promises to our policyowners.

A- (Excellent) and A (Excellent) are the 4th and 3rd highest ratings, respectively, of 16 ratings.



United Home Life/United Farm Family Life Insurance Companies

225 South East Street • Indianapolis, IN 46202

Toll-Free (800) 428-3001

www.unitedhomelife.com





When you purchased life insurance, you were making a **commitment** to your loved ones – that they would one day have the funds they need to carry on financially.

We believe in life insurance made simple. That's a **commitment** we adhere to. Our products use a simplified underwriting process and we don't require invasive tests or medical exams; just a short application with yes/no health questions to help us determine eligibility.¹ And, **every** product we offer, whether it's whole life, term life, or accidental death benefit coverage, comes with **built-in guarantees**. That's our promise to you. And, we've been **keeping our promises** to our policyowners for more than 80 years.

¹ Underwriting reserves the right to order additional requirements, including a personal history interview, if needed.
² Source: thebalance.com

United Home Life was founded in 1948, in the economic aftermath of World War II – the deadliest military conflict in history. The national debt grew by 1,048 percent – the largest increase ever measured.²

United Farm Family Life was founded in 1937 in the bleak years of the Great Depression, an era in which the US economy shrank by 50%.²

Yet, through **experienced leadership and fiscal responsibility**, our companies survived these tumultuous times, and have **continued to prosper**.

We know that our future depends on keeping the promises we've made over the last 80 years and our financial strength clearly demonstrates that we're well-positioned to meet these obligations into the future.

*Claims data for 2020.
 Availability of, and benefits payable under, the insurance products described are subject to state availability, state variations, restrictions and eligibility requirements.



Strong, stable, and secure.
We're passionately focused on delivering promises for life.