

GERBER LIFE SIMPLIFIED SENIOR LIFE INSURANCE PLAN —
HELPING SENIORS PROTECT LOVED ONES

BE A HERO TO YOUR CLIENTS WITH GERBER LIFE

Presenter Name:

Title:

Date:



**Gerber Life
Insurance**

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EVEN A HERO HAS CHALLENGES
NOW, IT'S EASIER FOR
AGENTS TO PROTECT
FAMILIES, SAVE TIME AND
BE MORE PRODUCTIVE

- Heroes overcome challenges with determination and the right tools and allies.
- Gerber Life is an ally to agents by helping them face challenges head on, so agents can:
 - Help families get the life insurance coverage they need for their situation.
 - Take advantage of powerful tools to help streamline the sales process.
 - Assist clients in making the right financial decisions for them and their families.

HELPING FAMILIES BUILD A BRIGHTER FINANCIAL
FUTURE — **THAT'S A JOB FIT FOR A HERO**



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CHALLENGE #1

OVERCOMING BARRIERS TO PURCHASING LIFE INSURANCE CAN BE COMPLICATED

ISSUES

- **Some people don't feel they need life insurance.**
- There is a perception that life insurance is too expensive to buy.
- The process to purchase life insurance takes too long.

SOLUTIONS

With Gerber Life, millions of people have helped protect their families. Agents can be a hero to their clients by offering life insurance solutions that:

- Are affordable for most clients to buy.
- Provide a building block and foundation for a financial plan and can help individuals be more prepared if something were to happen to them.
- Protect families and can help cover the cost of final expenses, outstanding debt, funeral costs, or provide resources to support a financially dependent family member (spouse, elderly parent, etc.).
- Provide an almost instant decision in cases where simplified underwriting and digital or telephone applications are used in order to streamline the buying process.¹



¹ Gerber Life will search databases for prescription history, motor vehicle records and medical information in order to provide an almost instant decision (within a minute) for most of the simplified issue digital and telephone applications submitted during normal business hours.

CHALLENGE #2

THE SALES PROCESS IS CHALLENGING

ISSUES

Selling life insurance can be complicated:

- Illustrations are difficult for individuals to read and understand.
- Applications are difficult to complete and submit for processing.
- Individuals on a budget are sensitive to increasing out-of-pocket costs for insurance plans.

SOLUTIONS

With Gerber Life, we promise a less complicated process with products that are easy to sell:

- The selling process is efficient and compliant, so agents can spend less time on paperwork and more time on what they do best — helping to protect families.
- There are no required illustrations since products provide many guarantees.²
- Applications are generally one page, and easy to complete and submit.
- Agents have the tools they need to quote products quickly, electronically submit business in good order, and get underwriting decisions quickly.
- Products are designed to be affordable, and premiums are fixed so that individuals on a budget can get the protection they need at a reasonable cost.

² Premiums, cash value and death benefits are guaranteed, and policy will remain in force as long as premiums are paid on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.



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CHALLENGE #3

HELPING CLIENTS MAKE THE RIGHT DECISIONS ABOUT THEIR FINANCIAL FUTURE CAN BE DIFFICULT

ISSUES

- Company name recognition and reputation are important considerations for individuals when purchasing insurance.
- Products can be complex for individuals to understand.
- **Some products don't provide permanent coverage** or may not have guarantees (UL, IUL) and may shift some of the risk to the consumer, which can lead to future challenges for the client and the agent.

SOLUTIONS

With Gerber Life, agents can do the right thing and be a hero to their clients:

- A trusted brand for decades and a name synonymous with trust and family caring.
- A strong and financially stable company that puts clients and their families first.
- Products are simple to explain and easy for clients to understand.
- Products come with guarantees (which shift the risk away from clients) and provide the opportunity to obtain permanent coverage that can last a lifetime.³



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³ Premiums, cash value and death benefits are guaranteed, and policy will remain in force as long as premiums are paid on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.



HELP YOUR CLIENTS WORRY LESS
AND PROTECT THEIR FAMILIES
THE LAST THING A FAMILY
NEEDS TO WORRY ABOUT IS
HOW THEY ARE GOING TO
PAY BILLS AND MANAGE
EXPENSES WHEN A FAMILY
MEMBER IS GONE

- **When a loved one passes, it's a time of great emotional stress.**
- A family could be left with a great deal of expense that may be difficult for them to pay, including:
 - Daily living expenses.
 - Final expenses.
 - Costs associated with a dependent family member.

Gerber Life's Simplified Senior Life Insurance Plan can help your clients protect their families and ensure no one inherits their debt at the time of passing.



GERBER LIFE SIMPLIFIED
SENIOR LIFE INSURANCE

SIMPLIFIED SENIOR LIFE INSURANCE AS THE POPULATION AGES, THE NEED FOR PERMANENT LIFE INSURANCE COVERAGE, THAT IS DESIGNED TO BE AFFORDABLE, BECOMES EVEN STRONGER

- The population age 65 and over increased from 39.6 million in 2009 to 54.1 million in 2019 (a 36% increase), and is projected to reach 94.7 million in 2060.⁴
- By 2040, there will be about 80.8 million older persons, more than twice as many as in 2000.⁴
- In 2019, persons reaching age 65 had an average life expectancy of an added 19.6 years (20.8 years for women and 18.2 years for men).⁴
- Roughly 10,000 baby boomers are turning 65 every day.⁵
- One-time Social Security death benefit is only \$255 (if eligible).⁶

What does this mean for your clients?

There's a huge population of baby boomers that are aging, underinsured or even uninsured, and may be looking for permanent life insurance to protect themselves and their surviving loved ones.

Gerber Life's Simplified Senior Life can meet the needs of many of these baby boomers who may want a whole life insurance policy that is designed to be affordable and provides more coverage than a typical final expense life insurance product. While Simplified Senior Life is not a final expense product, it can help ensure no one inherits your clients' debt.



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⁴ 2020 Profile of Older Americans, Administration on Aging, Administration for Community Living, U.S. Department of Health and Human Services. Publication date: May 2021.

⁵ "10,000 Boomers Turn 65 Every Day. Can Medicare and Social Security Handle It?" The Fiscal Times, www.thefiscaltimes.com, May 2017.

⁶ Social Security Administration Website: www.ssa.gov

SIMPLIFIED SENIOR LIFE INSURANCE WHOLE LIFE INSURANCE PROTECTION FOR ADULTS 50 TO 80 YEARS OLD

- Premiums designed to be affordable and are guaranteed not to increase during the life of the policy.⁷
- No required medical exams for applicants age 70 and under (simplified underwriting):
 - Medical exam and full underwriting required for applicants age 71 to 80.
- Guaranteed death benefit and cash value accumulation.⁷
- Easy to apply:
 - Streamlined application/Issue ages 50–80.
 - Face amounts from \$25,000 to \$100,000.
 - Accelerated Death Benefit (ADB) Rider included:⁸
 - No additional premium cost.
 - Rider Minimum: The greater of \$10,000 or 10% of the death benefit.
- Decisions generally made within a minute for digital and telephone applications from individuals age 70 and under.⁹

⁷ Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash value are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. Benefit amounts are subject to Gerber Life Insurance limits. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.

⁸ The ADB Rider is subject to a minimum of \$10,000 and is included with the issued policy. There is no additional premium cost. The Rider benefits allow for the insured, if diagnosed with a terminal illness, to request a portion of the death benefit while still living. The following information pertains to applicants in California: **“This** is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. This policy or certificate does not provide long-term care insurance subject to California long-term care insurance law. This policy or certificate is not a California Partnership for Long-Term Care program policy. This policy or certificate is not a Medicare supplement (policy or certificate). Receipt of accelerated death benefits may be taxable.”

⁹ Gerber Life will search databases for prescription history, motor vehicle records and medical information in order to provide an almost instant decision (within a minute) for most of the simplified issue digital and telephone applications submitted during normal business hours.



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SIMPLIFIED SENIOR LIFE INSURANCE UNDERWRITING REQUIREMENTS AT A GLANCE

The table below provides a snapshot of the underwriting requirements for Simplified Senior Life.

SIMPLIFIED SENIOR LIFE UNDERWRITING REQUIREMENTS					
Product Parameters: Age Range: 50–80 Years Old Face Amount Range: \$25,000–\$100,000					
Criteria	No Medical Exam	Simplified Underwriting ¹⁰	Underwriting Decisions Within a Minute ¹¹	Full Underwriting ¹²	MIB, MVR & RX Databases
Applicants: Age 70 and under	✓	✓	✓		✓
Applicants: Age 71 to 80				✓	✓

¹⁰ Simplified Underwriting: No medical exam required. Applicant will need to answer only a few health questions.

¹¹ Quick Underwriting Decisions: Gerber Life will search databases for prescription history, motor vehicle records and medical information in order to provide an almost instant decision (within a minute) for most of the digital and telephone applications submitted during normal business hours from individuals age 70 and under.

¹² Full Underwriting: Medical exam with bodily fluids required.

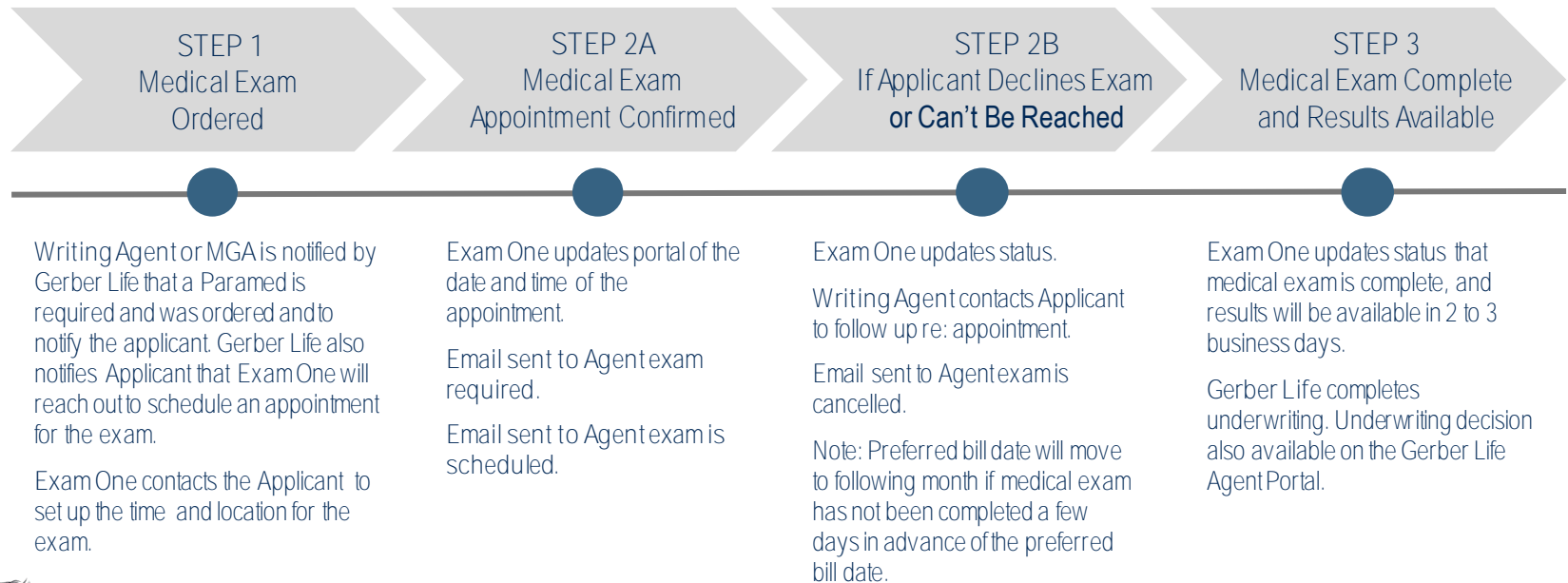


SIMPLIFIED SENIOR LIFE INSURANCE MEDICAL EXAM (PARAMED) PROCESS

STEPS

Medical Exam Required for Applicants Age 71 to 80

PROCESS SHOULD BE COMPLETE WITHIN 5 TO 10 BUSINESS DAYS, DEPENDING ON APPLICANT AVAILABILITY



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SIMPLIFIED SENIOR LIFE INSURANCE

RATES THAT ARE DESIGNED TO BE AFFORDABLE AND MORE CONVENIENT WAYS TO PAY PREMIUMS

- ACH — Discount up to 16% on monthly ACH payments
- Credit Card — Visa or MasterCard
- Check
- Direct Express

SIMPLIFIED SENIOR LIFE INSURANCE — SAMPLE MONTHLY PREMIUMS ¹³						
	\$25,000		\$75,000		\$100,000	
Age	Male	Female	Male	Female	Male	Female
55	\$70.73	\$63.54	\$192.50	\$173.75	\$255.00	\$230.00
65	\$141.46	\$112.08	\$336.25	\$292.50	\$446.67	\$388.34
75	\$280.00	\$232.71	\$711.26	\$648.76	\$946.67	\$863.34

¹³ Monthly rates shown above include a 16% discount on monthly ACH payments (preauthorized checking). Best rates available.



SIMPLIFIED SENIOR LIFE INSURANCE CLIENT PROFILE

Market to: — Seniors (U.S. Citizens and permanent legal residents between ages 50–80) who:

- Want to provide resources to help cover the cost of final expenses and funeral costs, mortgage payments and other expenses.
- Prefer an easy application process and a financially stable and reputable company.
- Desire certainty, predictability, simplicity and appreciate guarantees, such as guaranteed premiums and cash value and a guaranteed death benefit.¹⁴
- Seek a higher coverage amount than what is offered through other final expense life insurance products.

¹⁴ Premiums are guaranteed not to increase and policy will remain in force as long as payments are made on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.



SIMPLIFIED SENIOR LIFE INSURANCE SALES TIP

Opportunity to cross-sell Medicare Supplement clients:

- Helps your clients leave a legacy behind instead of leaving behind a debt for their love ones to deal with.
- Provides your clients with peace of mind knowing their love ones will have resources to help cover the cost of final expenses and other debt.
- **May bring comfort to your clients' loved ones after their death.**



SIMPLIFIED SENIOR LIFE INSURANCE MARKETING MATERIALS

CONSUMER BROCHURE (OVERVIEW)

HELP YOUR CLIENTS PROTECT THE FUTURE WITH WHOLE LIFE INSURANCE SPECIFICALLY DESIGNED FOR SENIORS.

Protecting your clients for the future can be even easier thanks to Gerber Life. Our Simplified Senior Life Insurance is specifically designed for seniors and offers a variety of benefits, including a death benefit, a cash value, and a guaranteed renewal benefit. This means your clients can enjoy the peace of mind that comes with knowing their loved ones are protected for the future.

KEY TAKEAWAYS:

- **HELP YOUR CLIENTS PROTECT THE FUTURE WITH WHOLE LIFE INSURANCE SPECIFICALLY DESIGNED FOR SENIORS.**
- **BE A HERO TO YOUR CLIENTS WITH GERBER LIFE SIMPLIFIED SENIOR LIFE INSURANCE.**

AGENT REFERENCE GUIDE
Simplified Senior Life Insurance
Handy reference guide for agents that provides product details and sample premiums. Accessible on Gerber Life's Agent Portal.

CLIENT PROFILE AND SALES TIP FLYER

BE A HERO TO YOUR CLIENTS WITH GERBER LIFE SIMPLIFIED SENIOR LIFE INSURANCE

With Gerber Life Simplified Senior Life Insurance, you can help your clients protect their future with a policy that offers a death benefit, a cash value, and a guaranteed renewal benefit. This means your clients can enjoy the peace of mind that comes with knowing their loved ones are protected for the future.

CLIENT PROFILE TO DISCUSS:

- Client's age and health
- Client's income and expenses
- Client's assets and liabilities
- Client's family and dependents
- Client's long-term goals

COMPLETED SENIOR LIFE SALES TIP:

• Client's name and address

• Client's phone number

• Client's email address

• Client's date of birth

• Client's gender

• Client's marital status

• Client's occupation

• Client's annual income

• Client's annual expenses

• Client's assets and liabilities

• Client's family and dependents

• Client's long-term goals

CLIENT PROFILE AND SALES TIP FLYER
Provides agents with a client profile and sales idea to help them maximize their sales efforts for Gerber Life Simplified Senior Life Insurance.

CONSUMER BROCHURE

BE THE HERO YOUR LOVED ONES DEPEND ON

Protecting your loved ones today is part of being a hero. Gerber Life Simplified Senior Life Insurance is a whole life insurance policy that offers a death benefit, a cash value, and a guaranteed renewal benefit. This means your clients can enjoy the peace of mind that comes with knowing their loved ones are protected for the future.

BEING A HERO IS EASY WITH GERBER LIFE.

CONSUMER BROCHURE
Handout for clients that explains the Gerber Life Simplified Senior Life Insurance Plan. Accessible on Gerber Life's Agent Portal.

CONSUMER SALES PROPOSAL

BE THE HERO YOUR LOVED ONES DEPEND ON

Simplified Senior Life Insurance Policy Proposal

Presented to: _____

Prepared by: _____

Date Prepared: _____

BEING A HERO IS EASY WITH GERBER LIFE.

CONSUMER SALES PROPOSAL
Customized sales proposal that contains quote information and product details. Available through the quoting function of Gerber Life's Agent Portal.





SUBMITTING BUSINESS ON GERBER LIFE'S AGENT PORTAL

- Agents can run a quote by logging into either the Agent Portal¹⁴ or our mobile App, Agent Zone, and clicking on Simplified Senior Life.
- Business can be submitted either by sending a digital application through **Gerber Life's Agent Portal for faster** submission and processing, or by mailing a completed paper application to Gerber Life Insurance Company.

¹⁴ You must have a Gerber Life Agent ID to access the Gerber Life Agent Portal. If you do not have a Gerber Life Agent ID, please contact your General Agent.

GERBER LIFE SIMPLIFIED SENIOR LIFE INSURANCE PLAN

BEING A HERO IS EASY WITH GERBER LIFE

Questions?

Contact your General Agent or call the
Gerber Life Agent Call Center at: 1.800.428.4947



Gerber Life Simplified Senior Life is available in all states. Terms, conditions, exclusions and limitations can vary by state. Please refer to the policy for terms, conditions, exclusions and limitations that may apply. If the insured dies by suicide within two years from the Issue Date (one year in ND), the only amount payable will be the premiums paid for the policy, less any debt against the policy.

Policy Form ICC19-GLWL and Policy Form Series GLWL-19. In New York: Policy Form HWLP-19-NY. In Florida: Policy Form GLWL-20-FL. ADB Rider ICC11-ADB-WL and Rider Series ADB-11-WL. In California: ADB-11-WL-CA. In New York: ADB-11-WL-NY.

Coverage and benefit amounts are subject to Gerber Life Insurance limits.

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