



**Creating a life insurance  
strategy that's right for you**

A sound life insurance protection strategy addresses your coverage needs today, over your working life and even during retirement.

This may involve “layering” coverage — purchasing term life insurance with varying coverage periods and a certain amount of permanent life insurance too. All or a portion of the term coverage can be converted to permanent over time, to meet your long-term protection needs. The idea is purchasing policies that, in combination, will provide an appropriate amount of life insurance protection during various stages of your life.

Your life insurance strategy may also include coverage for a non-employed spouse.

## Meet Jason and Laura:

- Jason: 30 years old
- Recent dental school graduate
- Married to Laura
- Laura: 32 years old
- Attorney
- Purchased a home
- Expecting their first child
- Laura plans to be a stay-at-home mom until their child is in school

### Debt

- Mortgage
- Student loans



Since Jason is just starting his career at a dental practice, and Laura plans to stop working when the baby arrives, their budget will be tight for a few years.

## Jason and Laura met with a financial professional who made a number of recommendations:

**For Jason to purchase enough life insurance to protect his future income and their debt.**

- **20-year term** life insurance, convertible for 10 years.
- **30-year term** life insurance, convertible for 20 years.
- A small **whole life** insurance policy that will be paid-up at age 65.
- **Waiver of Premium Rider** on all policies.

This layering of term and whole life insurance is **designed to protect Jason’s income at different stages of his career.** The strategy assumes they will convert portions of his term life insurance, as increases to his whole life policy (as their budget allows). This will help provide the coverage they need near the end of Jason’s career and during retirement. The Waiver of Premium Rider will help protect the coverage by waiving the premiums in the event Jason becomes totally disabled and is unable to work.<sup>1</sup>

**Lastly, the strategy includes term coverage for Laura as a non-employed spouse.** Her term coverage is also convertible to whole life insurance, if needed in the future.

After all, Laura’s role as primary caregiver in the family provides huge economic value. If she were to pass away, the life insurance coverage would help meet unexpected family expenses, such as paying for childcare. In addition, the coverage can help protect her future income when she eventually returns to the workforce.

<sup>1</sup> There is an additional premium for this rider. Eligibility for benefits is based on disability as defined in the rider.

**The decision to purchase life insurance should be based on long-term financial goals and the need for a death benefit. Life insurance is not an appropriate vehicle for short-term savings or short-term investment strategies. While the policy allows for loans, you should know that there may be little to no cash value available for loans in the policy’s early years.**

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## Jason's life insurance policies

### 20-Year Term



### 30-Year Term



### Whole Life Insurance



Age  
30

Age  
40

Age  
50

Age  
60

Through  
Retirement

### At age 30

**Jason's protection needs are at their greatest.** His earnings will be the only source of income for their growing family, and they have substantial debt. The combination of whole life and term life insurance will provide the protection they need.

### At age 40

**Jason's peak earning years are still ahead of him, and they will be saving for their child's education.** They will convert a portion of Jason's 20-year term coverage to increase his whole life insurance. His total amount of life insurance protection will stay the same. He has the option to convert all or a portion of his 30-year term life policy over the next 10 years.

### At age 50

**While his life insurance protection needs have decreased, he still has a lot of future income to protect as they focus on saving enough for retirement and paying for their child's education.** At age 50, his 20-year term coverage will end. He plans to convert an additional portion of his 30-year term policy to increase his whole life coverage.

### At age 60

**Jason and Laura hope to enjoy a secure and comfortable retirement.** When Jason turns 60, his 30-year term life insurance policy will end. His whole life policy will provide the coverage they need between now and when he retires. The policy will be paid-up at age 65.

Overall, Jason and Laura's strategy is a cost-effective way to get the life insurance protection they need while Jason's career and their family are growing. It also provides the flexibility to address their long-term protection needs with permanent life insurance as their budget allows and life circumstances change.

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