

# HELP YOUR CLIENTS SAVE FOR THEIR LOVED ONES' COLLEGE EDUCATION WITH A LIFE INSURANCE POLICY THAT CAN PAY OUT EACH YEAR THE RECIPIENT IS IN COLLEGE.

With college costs continually rising, giving parents, grandparents and other family members a way to pay for their loved ones' college education can be daunting. Gerber Life makes it easier with the College Plan, an alternative to savings plans and bank CDs. It's a life insurance policy that provides your clients up to \$150,000 in financial support per policy with the opportunity to receive a guaranteed payout of the cash accumulation.<sup>1</sup>

Unlike college investment plans, Gerber Life Insurance College Plan isn't tied to the stock market, so growth is guaranteed and there are no limitations to how the funds can be used.<sup>1</sup> Plus, because it is life insurance, your clients can be assured that as long as premiums are paid, their plan will be achieved in the event of their passing. Helping clients support their loved ones' dreams for tomorrow — it's a smart way to be the hero your clients depend on.

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### 1. WHY SHOULD MY CLIENTS CONSIDER APPLYING FOR THE GERBER LIFE INSURANCE COLLEGE PLAN?

There are four key reasons your clients may choose to save for college with the College Plan.

1. It offers the opportunity for a guaranteed payout, either one time or for each college year.<sup>1</sup>
2. Because it's an endowment policy, and unlike 529 Savings Plans, your clients don't have to worry about stock market fluctuations.
3. It provides a guaranteed return. At maturity, the full amount is guaranteed to be paid.<sup>1</sup>
4. Death benefit protection is also included, ensuring the guaranteed accumulation amount will be paid as a death benefit in the event of the buyer's passing.<sup>1</sup> This is an added benefit not found in 529 Plans, UGMA/UTMA accounts and bank CDs. It is particularly suitable for clients who are risk averse and want guarantees.

### 2. WHAT FACE AMOUNTS CAN MY CLIENTS PURCHASE?

Your clients can buy individual policy face amounts that range from \$10,000 to \$150,000. Maturities range from 10- to 20-year durations. They can buy up to five policies, as long as they don't exceed a combined total of \$500,000 per insured.<sup>3</sup>

### 3. WHO CAN PURCHASE A GERBER LIFE INSURANCE COLLEGE PLAN?

If your clients are U.S. Citizens or permanent legal residents between the ages of 18 to 60 years old, they can purchase a policy.

<sup>1</sup> Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash accumulation are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. The cash accumulation at maturity as well as the death benefit will be reduced by any outstanding policy loans. The policy loan interest rate is 8%.

Not FDIC Insured | Not Bank Guaranteed | Not a Deposit or Other Bank Obligation

**FOR AGENT USE ONLY. NOT TO BE USED WITH CONSUMERS.**

**4. WILL PREMIUM PAYMENTS EVER INCREASE?**

Your clients' premiums are guaranteed, which means they will never pay a penny more as long as all payments are made on time and within the Grace period specified in the policy.<sup>2</sup>

**5. WHAT MAKES THE COLLEGE PLAN UNIQUE?**

One of the most unique features of the Gerber Life Insurance College Plan are the guarantees. As long as premiums are paid, the lump sum amount payable at maturity is guaranteed.<sup>2</sup> In addition, your clients can purchase either one policy or up to four additional policies<sup>3</sup> (one each consecutive year) not to exceed a total cumulative \$500,000 accumulation for all policies per insured. This layering method is an economical way to spread the cost over multiple years, and enables your clients to have a guaranteed payout<sup>2</sup> each year to align with due dates for paying college expenses. There is also a death benefit which will pay the full face amount if the insured passes away before the policy matures.

**6. DO THE FUNDS NEED TO BE USED FOR COLLEGE EXPENSES?**

No. Unlike 529 Plans, the funds do not have to be used to pay for college expenses. The funds can be used for other needs.

**7. HOW CAN MY CLIENTS PAY FOR THE COLLEGE PLAN?**

Premiums can be paid annually, semi-annually, quarterly, monthly or bi-monthly.

**8. IS THERE STOCK MARKET RISK?**

No. The College Plan is ideally suited to clients who do not want the risks associated with investing in the stock market and are looking for a guaranteed payout of the full face amount at maturity.<sup>2</sup>

**9. WHAT ARE THE TAX IMPLICATIONS?**

The College Plan will generate taxable income when the amount of growth in the accumulation, in any given year, is greater than the premiums paid. When this occurs, Gerber Life will issue a Form 1099 each year that there is taxable income. Once your clients apply, Gerber Life will send a detailed statement showing how the cash accumulation grows and potential taxable income. In addition, the death benefit is federal income tax free.

**10. IS A MEDICAL EXAM REQUIRED DUE TO THE LIFE INSURANCE COMPONENT?**

In most cases, there are no medical exams; however, your clients will be required to complete a short one-page application.<sup>4</sup>

**11. HOW LONG WILL IT TAKE FOR A DECISION TO BE MADE?**

Decisions are made in a timely manner (typically within a few days). Our streamlined application makes the process smooth and easy.

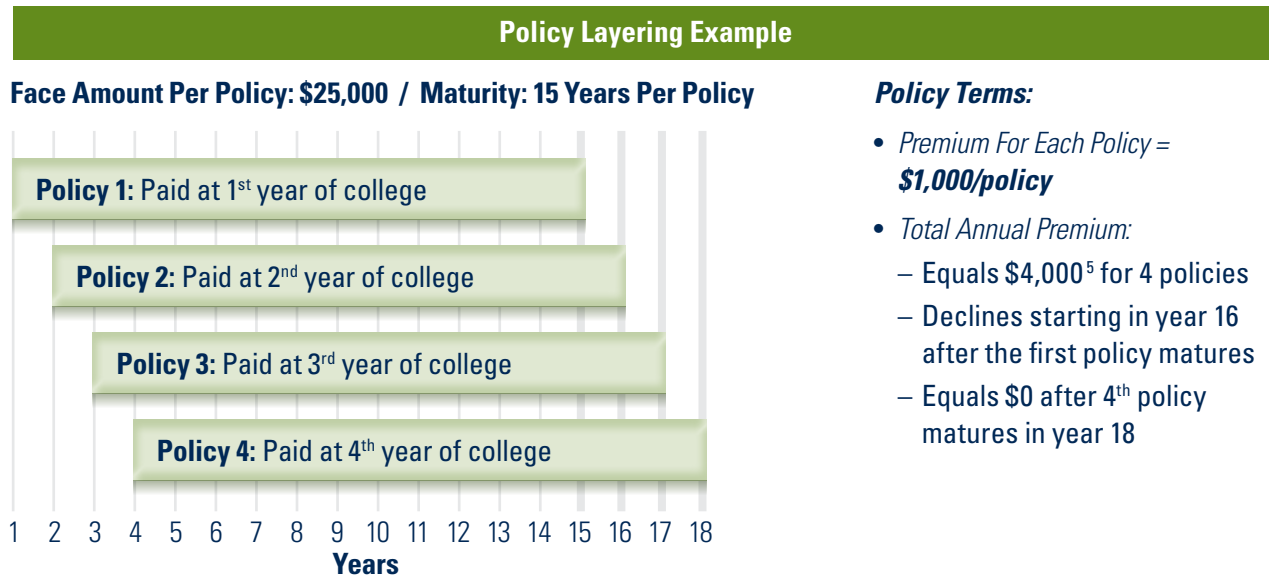
**12. HOW DOES THE FOUR-YEAR PLAN WORK?**

<sup>2</sup>Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash accumulation are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. The cash accumulation at maturity as well as the death benefit will be reduced by any outstanding policy loans. The policy loan interest rate is 8%.

<sup>3</sup>The additional Policy Rider ICC09 IE-AP entitles an individual to purchase four additional policies for a total of up to five policies. Your clients' premiums will stay the same for each new policy as long as they purchase one policy each consecutive year and the specifications stay the same as the originally issued policy.

<sup>4</sup>A medical exam may be necessary for applicants age 51 and older who apply for more than \$100,000 of coverage.

The four-year plan allows clients to purchase policies that can be paid out each year the student is in college. The following example shows a 15-year maturity for each policy and a \$25,000 payout at the end of each term. The premium per policy remains the same<sup>5</sup> but the total annual premium increases gradually each consecutive year as a policy is purchased. When the first policy matures at the end of the 15-year term, the guaranteed accumulation is paid out to align with the first year of college expenses.<sup>6</sup> At this point, the total annual premium starts to decrease. After this, the remaining policies mature each consecutive year so that money is available to pay for the remaining years of college.



### 13. HOW DOES THE GERBER LIFE INSURANCE COLLEGE PLAN COMPARE?

The table below shows how the Gerber Life Insurance College Plan compares to bank CDs and 529 Savings Plans. We think you'll agree that the Gerber Life Insurance College Plan has many features and benefits not found in savings and college funding vehicles.

	Gerber Life Insurance College Plan	Bank CD	529 Savings Plan
Guaranteed growth	✓ <sup>6</sup>	✓	
Guaranteed to reach policy accumulation goal	✓ <sup>6</sup>		
Death benefit provides immediate completion of funding goal	✓ <sup>6</sup>		
Can use accumulation for different savings needs without penalty	✓	✓	
No stock market risk	✓	✓	
Tax deductible			✓ <sup>7</sup>
Easy to purchase and administer	✓	✓	
No need for inforce illustrations	✓	✓	✓

<sup>5</sup>The additional Policy Rider ICC09 IE-AP entitles an individual to purchase four additional policies for a total of up to five policies. Your clients' premiums will stay the same for each new policy as long as they purchase one policy each consecutive year and the specifications stay the same as the originally issued policy.

<sup>6</sup>Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash accumulation are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. The cash accumulation at maturity as well as the death benefit will be reduced by any outstanding policy loans. The policy loan interest rate is 8%.

<sup>7</sup>Depends on state tax rules.

## GERBER LIFE INSURANCE COLLEGE PLAN — SALES PROPOSAL

Once you've completed a quote, you can save it and have it populate into the Gerber Life Insurance College Plan sales proposal for your client. The proposal can be personalized with your contact information, the client's name, the date and a personal closing. It includes a rate table for an insurance quote and FAQs to help explain the product to your clients.

**GERBER LIFE COLLEGE PLAN**

**PLAN TO BE THEIR HERO**  
GERBER LIFE COLLEGE PLAN INDIVIDUAL ENDOWMENT INSURANCE

Prepared for: \_\_\_\_\_  
Prepared by: \_\_\_\_\_  
Gerber Life Insurance Agent: 300.500.4333  
133 Main Street john.anton@gerberlife.com  
Emporium, NY 12824-0208  
www.gerberlife.com

**BEING A HERO IS EASY WITH GERBER LIFE.**

**GERBER LIFE COLLEGE PLAN**

Thank you for your interest in the Gerber Life College Plan. As an affordable alternative to traditional college savings plans, the Gerber Life College Plan provides a guaranteed and often fixed investment to help you plan for your child's college education. Investment on up to \$10,000 in financial support per year will help the beneficiary to make a college savings plan for the additional years not covered by a government provided education reimbursement. There is a cap of \$50,000 in total for all children purchased per benefit. There are no fees for the beneficiary to make a college savings plan for the additional years not covered by a government provided education reimbursement. There is a cap of \$50,000 in total for all children purchased per benefit. There are no fees for the beneficiary to make a college savings plan for the additional years not covered by a government provided education reimbursement.

**YOUR PERSONAL COLLEGE PLAN QUOTE FOR CHILD'S NAME:**  
CHILD'S TYPE: \_\_\_\_\_

Child's Name	DOB	SEX	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION	EDUCATION
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

**QUOTE BENEFIT PROVISIONS AND A GUARANTEED PAYOFF AT MATURITY**  
Your child's quote is based on a healthy child under age 18 with no pre-existing conditions, which is a unique feature not typically found in other college savings plans in the US.

**COVERED BENEFITS:**  
• You can use the guaranteed portion of the cash accumulation any way you like, not just for college expenses.  
• The cash accumulation is guaranteed to be used for education expenses.  
• There are no withdrawal fees.  
• A death benefit is included.

**GERBER LIFE COLLEGE PLAN**

**GERBER LIFE COLLEGE PLAN IS YOUR SAVINGS AND COLLEGE FINANCING VEHICLE**  
The Gerber Life College Plan provides a guaranteed and often fixed investment to help you plan for your child's college education. Investment on up to \$10,000 in financial support per year will help the beneficiary to make a college savings plan for the additional years not covered by a government provided education reimbursement. There is a cap of \$50,000 in total for all children purchased per benefit. There are no fees for the beneficiary to make a college savings plan for the additional years not covered by a government provided education reimbursement.

Feature	Gerber Life College Plan	529 Plan	529 College Plan	529 Education Plan
Guaranteed growth*	✓	✓	✓	✓
Guaranteed to reach policy accumulation goal†	✓	✓	✓	✓
Death benefit payable to beneficiary or designated beneficiary‡	✓	✓	✓	✓
Can use accumulation for education expenses and other purposes	✓	✓	✓	✓
No withdrawal fees	✓	✓	✓	✓
No investment risk	✓	✓	✓	✓

**QUESTIONS?**  
An investment policy is a type of life insurance contract that provides a death benefit, and allows the owner to accumulate funds and make a portion of the funds to receive a guaranteed amount to pay as a death benefit. The policy owner passes away prematurely, the full guaranteed accumulation amount is paid as a death benefit.

**BEING A HERO IS EASY WITH GERBER LIFE.**

**GERBER LIFE COLLEGE PLAN**

**CONTACT ME TODAY TO GET STARTED**  
Please call or message me with the College Plan's guaranteed growth and flexibility. With a fixed death benefit and the added benefit of life insurance protection, it's a smart and secure way to support your loved one's education.

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

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## SAMPLE GERBER LIFE RATES

These sample rates below are for the Gerber Life Insurance College Plan. You can build a personalized rate quote through Gerber Life's Agent Portal (if you are appointed by Gerber Life and have a valid Agent ID).

Gerber Life Insurance College Plan — Female Monthly Premiums*									
Duration	15 Years			18 Years			20 Years		
Benefit	\$10,000	\$25,000	\$50,000	\$10,000	\$25,000	\$50,000	\$10,000	\$25,000	\$50,000
Age of Insured									
18–25	\$45.92	\$114.79	\$229.59	\$33.33	\$83.33	\$166.67	\$30.00	\$75.00	\$150.00
30	\$46.33	\$115.83	\$231.67	\$35.42	\$88.54	\$177.08	\$31.33	\$78.33	\$156.67
35	\$46.70	\$116.75	\$233.50	\$35.92	\$89.79	\$179.58	\$31.90	\$79.75	\$159.50
40	\$47.25	\$118.13	\$236.25	\$36.67	\$91.67	\$183.33	\$32.75	\$81.88	\$163.75
45	\$47.72	\$119.29	\$238.59	\$37.33	\$93.33	\$186.67	\$33.55	\$83.88	\$167.75

\* Monthly rates shown above are for healthy females and include an 8% discount for monthly ACH payments (preauthorized checking). Rates for males vary slightly. Other coverage amounts and durations are available.

## GERBER LIFE INSURANCE COLLEGE PLAN — PRODUCT REFERENCE TABLE

Product Specifications	Gerber Life Insurance College Plan — Individual Endowment Insurance
Product Description	The Gerber Life Insurance College Plan is an endowment contract that falls under the life insurance category of products and provides cash accumulation plus death benefit protection. It offers a guaranteed payout at the end of the term that can be used to supplement paying for college, act as a primary college savings vehicle or cover other expenses. <sup>8</sup>
State Availability	All states
Issue Ages	18–60, inclusive
Underwriting	No medical exam is necessary in most cases. Coverage is dependent on answers to health questions. A medical exam may be necessary for applicants age 51 and older who apply for more than \$100,000 of coverage. <ul style="list-style-type: none"> <li>• Standard and Sub-standard classes are available</li> <li>• Smoker class not available</li> </ul>
Face Amount	\$10,000–\$150,000 per policy, cumulative maximum of \$500,000 for all policies per insured through policy layering.
Maturity	Policy will mature in years 10 to 20 (including any year in between), depending on maturity selected by the insured.
Cash Value	Fixed and guaranteed <sup>8</sup>
Death Benefit	Full face amount less any outstanding loan balance and interest due will be paid as a lump sum to beneficiary if the death occurs before the policy matures; the death benefit is federal income tax free. <sup>9</sup>
Tax Implications	Policy generates taxable income as the cash value grows. Gerber Life will issue a Form 1099 each year that there is taxable income; the death benefit retains federal income tax-free status.
Insurance Age	Age of proposed person at his or her last birthday.
Payment Options/Modes	<ul style="list-style-type: none"> <li>• Options: Pay to maturity (monthly, quarterly, bi-monthly, semi-annually and annually)</li> <li>• Modes: ACH — discount up to 8%, check or credit card — Visa and Mastercard</li> </ul>
Grace Period	Any payment that is U.S. Mail postmarked within 31 days starting on premium due date (60 days in CA) will be accepted. At the end of the Grace Period, the Automatic Premium Loan Provision will take effect only if the APL option was elected.
Free Look	30-day free look period beginning three days after policy is mailed.
	<b>Additional Policy Rider — Policy Layering</b>
Description	Permits clients to purchase four additional endowment policies <sup>10</sup> (one each consecutive year — total cumulative face amount for all policies not to exceed \$500,000 per insured). Layering policies provides a guaranteed accumulation for each year that college expenses are due. <sup>9</sup> In addition, your clients pay the same premium for each new policy as long as they purchase one policy each consecutive year and the specifications stay the same as the originally issued policy.
Requirements	<ul style="list-style-type: none"> <li>• Insured must be the same person for all policies</li> <li>• Additional policies must be for the same or smaller face amount as the original policy</li> <li>• Additional policies must have the same duration as the original policy</li> </ul>
Eligibility	To exercise the rider, the original policy must be in force and all premiums due have been paid; not available for sub-standard policies.
Commissions	Agents who sell additional policies will be paid a first-year commission for each subsequent policy sold.

<sup>8</sup> Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash accumulation are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. The cash accumulation at maturity as well as the death benefit will be reduced by any outstanding policy loans. The policy loan interest rate is 8%.

<sup>9</sup> 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.

<sup>10</sup> The additional Policy Rider ICC09 IE-AP entitles an individual to purchase four additional policies for a total of up to five policies. Your clients' premiums will stay the same for each new policy as long as they purchase one policy each consecutive year and the specifications stay the same as the originally issued policy.

## WHY CHOOSE GERBER LIFE INSURANCE?

We put families first with products that are easy for your clients to understand and buy. We make things easier for you by offering more ways for your clients to obtain enhanced protection and rider benefits. Plus, with an “A” (Excellent) rating from A.M. Best,<sup>11</sup> you and your clients can have confidence in our name and in our coverage.

Helping families brighten their loved ones’ future — it’s just another way to be the hero your clients depend on.

<sup>11</sup>In December 2021, A.M. Best, the independent reporting firm that rates insurance companies on financial stability, management skill and integrity, has awarded Gerber Life an “A” (Excellent) Rating. That was the 20th consecutive year we received an “A” rating. This rating is the third highest awarded out of 13 possible categories. The rating refers only to the overall financial status of the Company and is not a recommendation of the specific policy provisions, rates or practices of the Company.

The Gerber Life Insurance College Plan is issued in all states. State requirements may vary somewhat. Please refer to the policy for terms, conditions, exclusions and limitations that may apply. The cash accumulation at maturity as well as the death benefit will be reduced by any outstanding policy loans. The policy loan interest rate is 8%.

Benefit amounts are subject to Gerber Life insurance limits. Payment of benefits under the endowment policy is the obligation of, and is guaranteed by, Gerber Life Insurance Company.

Guarantees are based on the claims-paying ability of Gerber Life. No medical exam is necessary in most cases. Coverage is dependent on answers to health questions, and a medical exam may be necessary for applicants age 51 and older who apply for more than \$100,000 of coverage. There is a \$150,000 maximum face amount per policy and a \$500,000 cumulative maximum face amount for all policies per each individual.

Policy Form ICC09-PIE and Policy Form Series PIE-09. In New York: Policy Form PIE-19-NY. Riders: ICC09 IE-AP and RIE-09-AP.

**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.**

**Gerber Life will not accept insurance applications for coverage submitted under a Power of Attorney or Guardianship on the proposed insured, except from the permanent legal guardians of children.**

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Insurance**