



Nationwide®



[Nationwide Whole Life | Product guide](#)

**A simpler way to protect
your family for a lifetime**

Making it easier to protect what matters most to you

We've simplified life insurance coverage so you can focus on what really matters in life. Nationwide® Whole Life (WL) is straightforward permanent life insurance protection that's reasonably priced. It has a streamlined application process that makes putting coverage in place easy. Plus, it's backed by the financial strength and stability of Nationwide.

Be sure to choose a product that meets long-term life insurance needs, especially if personal situations change—for example, marriage, birth of a child or job promotion. Weigh the costs of the policy, and understand that life insurance has fees and charges that vary with sex, health, age and tobacco use. Riders that customize a policy to fit individual needs usually carry an additional charge. Protections and guarantees are subject to the claims-paying ability of the issuing life insurance company.

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Why Nationwide®?

Nationwide was founded by a group of forward thinkers who joined forces to protect what matters most. That sense of working together for the common good has never left us. Today we're a Fortune 100 company with a diversified corporate portfolio that allows us to navigate all manner of economic ups and downs.

Fortune
100
company
since 2012

Diversified corporate portfolio



Financial services



Personal property and casualty



Commercial property and casualty



received: 10/17/02
affirmed: 12/1/22
2nd strongest of 16



received: 3/10/09
affirmed: 5/27/20
5th strongest of 21



received: 12/22/08
affirmed: 5/16/23
5th strongest of 21

THE BOTTOM LINE: Our consistently strong performance means we'll be with you for as long as you need us.

These ratings and rankings reflect rating agency assessment of the financial strength and claims-paying ability of Nationwide Life Insurance Company and Nationwide Life and Annuity Insurance Company. They are not intended to reflect the investment experience or financial strength of any variable account, which is subject to market risk. Because the dates are updated only when there's a change in the rating, the dates above reflect the most recent ratings we have received. They are subject to change at any time.

What is Nationwide® Whole Life?

Whole life insurance is known for being a reasonably priced permanent protection option that can help your loved ones pay for final expenses and other financial needs.

Lifetime protection with no surprises

Nationwide® Whole Life offers premium rates, cash values and death benefits that are all guaranteed, so you can be confident that your policy will be there when it's needed most.

Flexible coverage and payment options

Nationwide® Whole Life gives you plenty of choices for protection, including lower minimum coverage amounts of \$10,000 and two options for payment lengths: level premiums to age 100 or for 20 years.

An easier application process

The simple underwriting process used for Nationwide® Whole Life enables you to get the protection you need without all the hassle normally associated with purchasing life insurance. (Please keep in mind that certain policy amounts may require a more extensive application and underwriting process.)



Why whole life insurance?

Life is full of unexpected circumstances. You can't stop them from happening, but life insurance helps you to be prepared for them. Choosing the right life insurance to fit your needs can be a little daunting, so we've designed a quick reference guide to help you with your decision.

	Term life insurance	Whole life insurance	Universal life insurance	Variable universal life insurance
Death benefit	✓	✓	✓	✓
Designed for low cost	✓			
Access to your money ¹		✓	✓	✓
Guaranteed cash value		✓	✓	
Stock market participation				✓
Tax advantages	✓	✓	✓	✓
Flexible payments ²			✓	✓

¹ Access to your money—This assumes that the contract qualifies as life insurance under Section 7702 of the Internal Revenue Code (IRC) and is not a modified endowment contract (MEC) under Section 7702(A). Most distributions are taxed on a first-in/first-out basis as long as the contract meets non-MEC definitions under Section 7702(A). Loans and partial withdrawals from a MEC generally are taxable, and if taken prior to age 59½, may be subject to a 10% tax penalty.

² This assumes there is sufficient cash value to cover monthly policy charges. Keep in mind that variable universal life insurance has market volatility, so it's possible that you may need to pay additional premiums on your policy.

Common concerns

- Do you need permanent life insurance coverage?
- Are you interested in securing life insurance protection for your child(ren) or grandchild(ren)?
- Would you like the option of smaller minimum coverage amounts for obligations such as final expenses?
- Are you concerned that your family's protection needs may change in the future?
- Do you need protection for multiple family members?
- Do you want the predictability that comes with guaranteed premiums, cash values and death benefits?

If your needs are pointing toward whole life insurance and you answered “yes” to any of the questions above, Nationwide® Whole Life may be the right fit for you.

What can I use it for?

Protection for a child

You can help your child(ren) or grandchild(ren) get off to a great start in life with a Nationwide® Whole Life policy. Whole life insurance offers the ability to lock in a low premium while a child is young, and ownership can be transferred to them later on.

Coverage for final expenses

You can help reduce the stress of paying for final expenses. Your policy can help loved ones pay for funeral costs, hospital and/or doctor bills, and estate settlement costs.

Customized coverage for your family's needs

There's no need for you to buy multiple life insurance policies to protect your family members. The Children's Term Insurance Rider allows you to protect your whole family with one life insurance policy. The rider is convertible into a policy of its own as your family's needs change.

Living Access Benefits

Living Access Benefits are features automatically included that allow you to access a portion of your death benefit when one of life's unexpected events occurs.

Chronic Illness Benefit — Allows you to request a portion of your death benefit early if diagnosed with a permanent chronic illness.

Critical Illness Benefit — Allows you to request a portion of your death benefit early if diagnosed with a critical illness such as a heart attack or cancer.

Terminal Illness Benefit — Allows you to request a portion of your death benefit early if diagnosed with a terminal illness.

Funding a buy/sell agreement

Whether you're just getting your small business started or you're thinking of retiring soon, whole life insurance can be a solution to your business planning needs.

What happens next?

If you've determined that Nationwide Whole Life is right for you, the underwriting process can begin. This simply means we initiate the paperwork on the policy.

Your insurance professional will have some forms for you to sign and may need to ask a few medical questions. Depending on the amount of insurance applied for, a medical professional may schedule a quick checkup, including height, weight and other basic medical information. In many cases, this checkup is done in the home.

After the application is approved and the first premium is paid, you will receive the policy. You might want to file it with your other important documents and notify your beneficiaries.





Nationwide[®]
is on your side

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

Products are issued by Nationwide Life Insurance Company or Nationwide Life and Annuity Insurance Company, Columbus, Ohio.

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