

FOR YOUR life insurance needs

At United Home Life/United Farm Family Life, we specialize in simplified issue life insurance – *it's all we do*. We know that life insurance protection for you and your loved ones is a key component of any financial plan.

**SIMPLY PUT, WE'RE HERE TO HELP YOU
MEET YOUR LIFE INSURANCE NEEDS.**



United Home Life/ United Farm Family Life Insurance Companies

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FOR CONSUMERS

ABOUT our companies



HERE'S WHAT you need to know



OUR financial strength

Since 1948, United Home Life has provided invaluable life insurance protection to our policyholders. Our parent company, United Farm Family Life, has had the same purpose since 1937.

We're financially strong, as evidenced by our ratings from A.M. Best, a leading independent analyst of the insurance industry since 1899. A.M. Best has assigned a rating of A (Excellent) to both United Home Life and United Farm Family Life, and we have maintained notable ratings for over half a century. This is the third highest rating, respectively, of 16 ratings.

Both companies combined have more than \$2.7 billion in assets, and over \$22 billion of life insurance in force, so we are well-positioned to meet our obligations to our policyholders.

OUR products

We offer a broad portfolio of simplified and guaranteed issue life insurance products, including whole life, term, and accidental death coverage. And many of our products can be custom-tailored to meet your specific insurance needs with our additional riders and benefits, several at no cost to you.

OUR service

We provide personal service for our customers through our agents and home office staff.

Our primary focus is providing affordable, flexible life insurance solutions that meet our customers' needs, whether it's coverage for final expenses, mortgage protection, family protection, or life insurance for juveniles.

OUR commitment to you

Our goal is to offer life insurance coverage specific to your needs without invasive medical exams or pages of questions about your medical history. Instead, we use a short application with yes/no health questions to help us determine eligibility.¹

And, we'll work closely with your agent to ensure your coverage is issued as quickly as possible.

OUR philosophy

We believe passionately that buying life insurance doesn't need to be complicated. We continually strive to simplify the application and underwriting process so that our policyholders can purchase life insurance coverage as simply as possible.

¹ Underwriting reserves the right to order additional requirements, including a personal history interview, if needed.

