

SEPTEMBER IS

Life Insurance Awareness Month



Life insurance isn't a fun thing to think about, and it may seem like an unnecessary expense. But if you have people who depend on you for financial support, then life insurance is really about protecting them in case something happens to you. Life insurance can be confusing, so here's a rundown on the basics.

Types of Life Insurance

Life insurance is divided into two categories: term and permanent. Term life insurance has a specified coverage period, but can usually be renewed or converted into a permanent policy at the end of a term. Permanent life insurance is a life-long coverage that generally also includes cash value savings component.



Reasons to Buy Life Insurance

• **Taking care of loved ones.** You view your decision to purchase life insurance from your families point of view.

• **Expression of love and caring.** You want to ensure your financial security of family members if you're suddenly not around to provide it.

• **Buys time and options.** Too often, when an income earner dies, survivors are forced to make tough, dramatic decisions, and to do so quickly.

Buying life insurance may seem unmanageable right now, but it could be a smart decision. Unlike many other benefits, life insurance is actually more affordable right now than in the recent past. Plus, during this tough economic period, ensuring that your family will be financially secure in the future is more important than ever.

Be sure to review your life insurance needs annually. Please contact us with your questions, we're always happy to assist.