

Sales Idea: Protect a Child's Future Insurability

Children's Whole Life is affordable and easy-to-apply-for life insurance protection for children ages 14 days to 17 years that offers face amounts from \$5-50,000. Children's Whole Life gives the gift of lifelong insurance protection with the advantage of low childhood rates that never increase.

The Clients

- Kevin & Lisa
- Early 40s
- Married
- 5-year-old daughter, Caitlyn
- Combined family income \$120,000

The Concern

- Provide their daughter with coverage
- Affordable premiums
- Guarantee future insurability
- Option to purchase additional coverage in the future

Kevin & Lisa's Children's Whole Life Solution

Kevin and Lisa's agent worked with them to implement a solution that would secure a death benefit of \$25,000 with a monthly premium of just \$12.08. This Children's Whole Life product has a locked-in rate that will never increase, and benefits that will never decrease.

The built-in Guaranteed Insurability and Waiver of Premium Due to Death of Owner riders give Kevin and Lisa additional peace of mind for Caitlyn's future insurability. The option to increase coverage up to five times based on life events gives Kevin and Lisa even more flexibility for the future.



Children's Whole Life At-a-Glance

- Ages 14 days to 17 years
- Face amount: \$5,000 - \$50,000
- Simplified underwriting with limited health questions and no medical exam
- Tax-free death benefit until age 100
- Allows the child to increase coverage up to five times without any evidence of insurability based on the following life events:
 - Ages 25, 30, 35 and 40
 - Marriage
 - Home purchase
 - Birth or adoption of a child
- Built-In Riders
 - Guaranteed Insurability Rider
 - Waiver of Premium Due to Death of Owner

The Bottom Line:

Children's Whole Life is an easy-to-apply-for policy that provides the foundation for Caitlyn's future insurability. Make sure to explore all the ways it could benefit clients when proposing it as an option. For complete product information visit mutualofomaha.com/simple.