

# Sales Idea:

IUL Express as an Alternative  
When Clients Need More Death Benefit  
Than a Final Expense Policy Allows

A final expense product is a great solution for clients who are looking to cover their funeral expenses, as well as other end-of-life expenses their families could incur. But for younger clients a maximum death benefit of \$40,000 may not be enough.

Let's take a look at what a funeral and burial that would cost \$13,135 today would cost in the future based on a 2.4% inflation rate, which is the average U.S. inflation rate for the 30-year period from 1990-2020:

	When Death Occurs		
	Today	Age 75	Age 85
45-year old	\$13,135	\$26,756	\$33,917
55-year old	\$13,135	\$21,107	\$26,756

National Funeral Directors Association, 2019 Cost of Adult Funeral with Viewing and Burial: \$9,135 Cemetery, Monument/Marker Costs, Flowers: \$4,000

While a \$40,000 policy may be enough to cover the funeral and burial expenses, it may not be enough to cover other end-of-life expenses, such as the healthcare services received in the days or months leading up to a death, any outstanding bills that must be paid, or any legal services that may be needed.

For these clients, you may want to consider Indexed Universal Life Express as an alternative. IUL Express offers higher face amounts, which will allow your clients to be better prepared for the end-of-life expenses their loved ones may incur.

Here are how the monthly premiums for the maximum final expense policy coverage of \$40,000 compares to an IUL Express policy for double the coverage amount using the IUL Express Easy Solve:

Male, Nonsmoker	\$40,000 Final Expense	\$80,000 IUL Express Easy Solve
45-year old	\$98.83	\$72.53
50-year old	\$113.10	\$108.91
55-year old	\$134.18	\$138.86
60-year old	\$165.43	\$190.36
65-year old	\$216.31	\$249.05



**The Easy Solve** premium is the premium that results in the surrender value equaling or exceeding the death benefit at age 120 (assuming the current illustrated rates for the 100% participation rate strategy)

When talking through this strategy with clients, here are some additional differences in the two products to keep in mind:

### Guarantee Periods:

- **IUL Express:** Guaranteed for a minimum of 20 years as long as the minimum premium is paid (to age 80 for clients 61+). Even when illustrated at a conservative rate of return, the policy can continue on a non-guaranteed basis for the client's lifetime as long as the required premiums continue to be paid.
- **Final Expense:** Guaranteed for the client's lifetime as long as the required premiums continue to be paid.

### Underwriting Requirements:

Please be aware that underwriting questions may differ between the two products. It's important to field underwrite your clients using the underwriting guide and the qualification questions on the application. While your healthier clients may benefit from IUL Express, there may be some clients who could qualify for final expense who may not qualify for IUL Express due to their health history.

**With increasing health care and funeral costs, clients may need more death benefit than they think to protect their loved ones from financial strain after they pass. So if you're working with clients who need more death benefit than a final expense policy can provide, consider IUL Express as an alternative.**



Underwritten by  
United of Omaha Life Insurance Company  
A Mutual of Omaha Company