

Sales Idea: Help Grandparents Give the Gift of Life Insurance Protection

Children's Whole Life gives the gift of lifelong insurance protection. Setting up a lifetime of coverage for grandchildren may be one of the most important things a grandparent can do. This coverage has an easy application process and low childhood rates that never increase.

The Clients

- Doris & Frank
- Early 60s
- Their daughter, Ellen, who has two children ages 7 and 9
- Combined household income of \$100,000

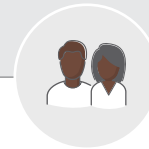
The Concern

- Their own life insurance needs are taken care of
- Because Ellen is a single parent on a tight budget, they'd like to help meet her needs in the event of the untimely loss of a child
- In addition, they want to guarantee their grandchildren's future insurability

Doris and Frank's Whole Life Solution

Doris and Frank's agent worked with them to implement a solution that would secure a death benefit of \$25,000 per grandchild with a monthly premium of \$12.08. Since a Children's Whole Life policy has a locked-in rate that will never increase, this amount remains stable.

The product's built-in riders give Doris and Frank additional peace of mind. The Guaranteed Insurability Rider protects their grandchildren's future insurability by providing them with opportunities to increase coverage based on certain life events. And, the Waiver of Premium Due to Death of Owner waives premiums for 90 days if the owner passes away before the insured.



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:

For a total monthly premium of \$24.16, Doris and Frank can provide an affordable death benefit and guaranteed future insurability for each grandchild.

To explore all the ways it could benefit clients, visit mutualofomaha.com/simple.

