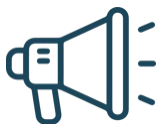


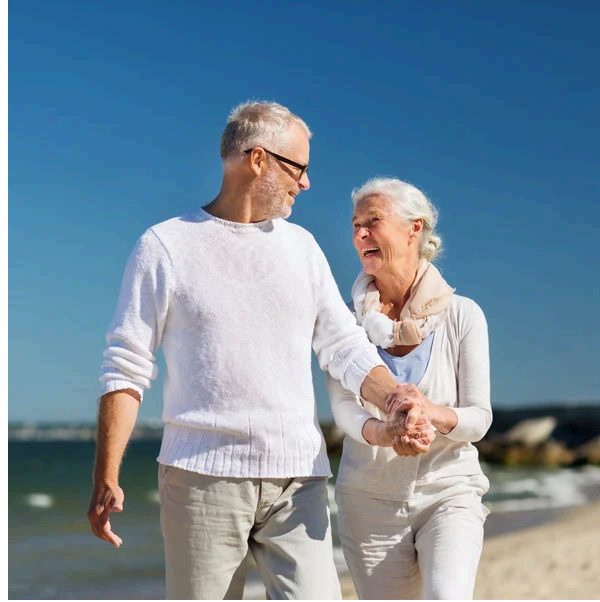
National Life Insurance Awareness Month is Here!



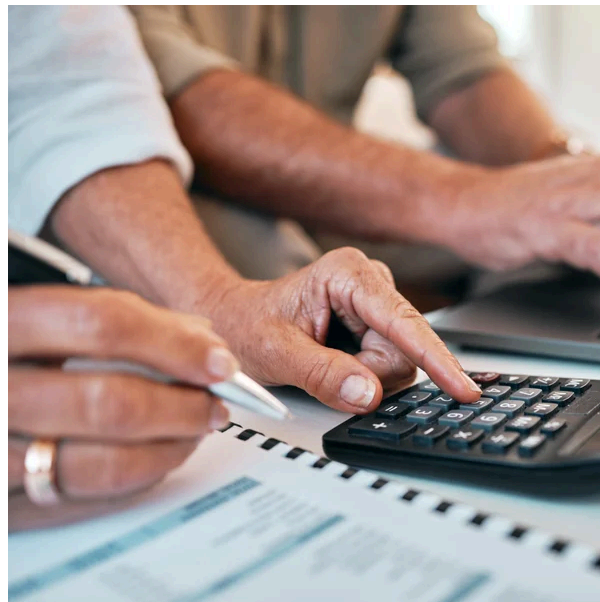
This September we're excited to kick off National Life Insurance Awareness Month. It's an excellent opportunity for us to work together to emphasize the critical role life insurance plays in securing the financial futures of individuals and families.

Why Promote Life Insurance?





Life insurance is more than just a policy—it's a commitment to protect our clients' loved ones. Whether they are starting a family, buying a home, or planning for retirement, life insurance provides peace of mind, knowing that their families will be financially supported in the event of the unexpected.



Key Facts to Share

- **30%** of American households have no life insurance coverage at all.
- **50%** of U.S. adults either don't have life insurance or are underinsured.
- Many people overestimate the cost of life insurance, with more than half of Americans believing it's three times more expensive than it is.

How You Can Make a Difference



Review Client Policies: Use this month to check in with your clients and ensure their current policies align with their evolving needs.

Provide Expert Guidance: Your expertise is invaluable as a broker. You guide clients through their options to find the best policy for their needs and budget.

1. Business Succession Planning
2. Estate and Retirement Planning
3. Complex Underwriting



Thank you for your partnership and commitment to helping clients protect what matters most. Together, we can make a significant impact.

Please don't hesitate to contact us if you have any questions or need additional resources to support your clients this month. We're here to help you succeed!

Life Insurance Resources to Review



New data from the 2024 Insurance Barometer Study, from LIMRA and Life Happens, suggest that life insurance ownership remained steady with half of Americans reporting they have coverage.

- Limra, 2024

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Differences Between Employer (Group) and Individual Life Insurance

If you need more life insurance, you may be faced with a question: Do I purchase an "Individual" life insurance policy? Or, do I just get it at work?

Nearly 50 percent of employees have access to life insurance through work (commonly referred to as group-term life insurance). These benefits are provided under an employer's plan and are subject to the employer's plan terms. When does it make sense to buy an individual policy?

41% of respondents agree they need the insurance to more coverage.

4.1 YEARS is the median length of time employees have been with their current employer.

57% of U.S. workers have life insurance through their employer.

27% of adults that have life insurance coverage in 2023 don't own an individual form of employment.

Understanding Employer (Group) Life Insurance

BASIC Term Life Insurance Policy
 For a fixed term, typically 10, 20, or 30 years, with a fixed amount (e.g., \$250,000 coverage).
 - **Advantages:** It's based on level rates (e.g., coverage is a set price).
 - **Considerations:** Group-term policies are generally less expensive than individual policies.
 - **Quaranteed coverage:** No questions, no tests, no underwriting.
 - **Other considerations:** Department of age health info.
Disadvantages:
 - **Work Related Restrictions:** Coverage typically requires "active" status while employed. If you terminate or are terminated while during the term, you may lose it.
 - **Not Portable:** Can't take policy with you. If you leave the employer, your employer may not allow the insurance.

SUPPLEMENTAL Term Life Insurance Policy
 Some employers offer the option to buy additional life insurance, which can be a 2nd policy, or a rider on the "Basic" coverage.
 - **Advantages:**
 - **Customizable:** Buy up to work, premiums per dollar are often less expensive.
 - **Portability:** Coverage can be carried over to an individual policy.
 - **Other considerations:** Department of age health info.
Disadvantages:
 - **Not Portable:** Can't take policy with you. If you leave the employer, you may need to purchase an "Individual" policy to maintain the same level of coverage. Often higher premiums based on your age and health.
 - **Increasing Premiums:** Typically costs to increase each year as you age.
 - **Not Guaranteed:** Coverage typically only has an insurable and insurable that an "Individual" policy may include.

If you need more life insurance, you may be faced with a question: Do I purchase an "Individual" life insurance policy? Or, do I just get it at work?

- Corebridge Financial, 2024

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Individual vs. Group Term Life Insurance

Millions of people are covered by group term life insurance plans through their benefit programs at work. These plans generally provide employees with a small amount of life insurance along with the option to purchase a limited amount of additional coverage.

Many people buy the additional life insurance because it's convenient and easy. They generally don't need to provide as much information, and their premiums are deducted from each paycheck.

What many people do not realize is that purchasing additional term life insurance on their own may be a better option than buying additional group coverage at work. Here are some reasons why:

- Group term life insurance plans limit the coverage you can get, often to three or four times your annual salary. For many people, this is not enough.
- You do not own your group term life insurance. If you change jobs, get laid off or leave the workforce for a period of time, your options to continue coverage may be limited.
- The premium rates for group life insurance are not guaranteed and increase over time. They also reflect the fact that these plans do not include emergency, death, health conditions. As a result, the premiums may be higher than what you would pay for individual term coverage over time.



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- MassMutual, 2024

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Life Insurance Awareness Month

Their goals. Your guidance. Our life insurance solutions.

Financial security begins with life insurance.

When it comes to life insurance, most people don't even know where to start. The overwhelming amount of terminology that we need to understand, coupled with the fact that we don't have enough time to research it all, can make it difficult to know where to start.

During the year's Life Insurance Awareness Month, help clients take the first step towards achieving their financial protection goals with MassMutual's diverse suite of life insurance solutions.

Use our collection of consumer-approved resources to guide clients in understanding how MassMutual Life Insurance can help their financial goals go further.

Videos & Motion Graphics

Discover specific video resources to help initiate client conversations about life insurance.

- 42% The percentage of Americans that say they do not have enough life insurance.
- Dependable Value During Challenging Times
- Living Up to Your Legacy
- Retirement Supplement
- A Lifetime of Protection and More
- Steps of Group Life Insurance
- How We Help and Our Behavior

Life Insurance Awareness Month

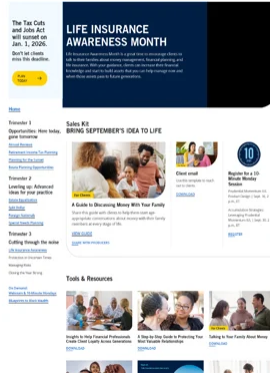
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Help clients take the first step towards achieving their financial protection goals with MassMutual's diverse suite of life insurance solutions.

- MassMutual, 2024

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With your guidance, clients can increase their financial knowledge and start to build assets that you can help manage now and when those assets pass to future generations.

- Prudential, 2024

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