

Coverage for Short-term Needs, Without the Shock of Rising Premium



Clients buy term life insurance because it's an inexpensive way to meet short-term needs. But they're often shocked, frustrated, and in danger of lapsing their policy when they face rising premium and limited conversion options at the end of the term period. Help clients avoid this scenario by selling a universal life policy that covers short-term needs, but also provides freedom to live without worry that coverage may suddenly and drastically increase.

What happens after 15 years with **term life insurance**?

LEGAL & GENERAL OPTERM 15

In year 16, annual premium **increases significantly** while the death benefit remains level. Premiums continue to increase each year thereafter.

POLICY YEAR	CLIENT AGE	FACE AMOUNT	ANNUAL PREMIUM	% PREMIUM INCREASE	PRICE PER \$1,000
1 – 15	45 – 60	\$500,000	\$451	n/a	\$0.90
16	61	\$500,000	\$6,445	1,329%	\$12.89
17	62	\$500,000	\$7,160	11%	\$14.32
18	63	\$500,000	\$8,045	12%	\$16.09
19	64	\$500,000	\$9,145	14%	\$18.29
20	65	\$500,000	\$10,455	14%	\$20.91

\$500,000, Female, 45, Preferred Nontobacco, 15-year Level Death Benefit Period

Data for product and company comparison is based on a basic policy comparison of Protective Custom Choice UL to Mutual of Omaha's product with level premiums for 15 years then ART guaranteed premiums with coverage to age 60; is based on information publicly available from the company which is believed to be current as of January 2016 and is subject to change.

What happens after 15 years with **Protective Custom ChoiceSM UL**?

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POLICY YEAR	CLIENT AGE	FACE AMOUNT	ANNUAL PREMIUM	% PREMIUM INCREASE	PRICE PER \$1,000
1 – 15	45 – 60	\$500,000	\$442	n/a	\$0.88
16	61	\$274,155	\$442	0%	\$1.61
17	62	\$246,299	\$442	0%	\$1.80
18	63	\$219,672	\$442	0%	\$2.01
19	64	\$189,799	\$442	0%	\$2.33
20	65	\$167,687	\$442	0%	\$2.64

\$500,000, Female, 45, Preferred Nontobacco, 15-year Level Death Benefit Period

In year 16, annual premium **remains level** while the death benefit decreases, usually when needs are decreasing anyway. Coverage can continue up to a lifetime with no change to the client's out-of-pocket cost.*

* After the initial benefit period ends, the guaranteed death benefit will begin to decrease while the premium payment remains level. The death benefit amount will decrease each year until it reaches the minimum of \$10,000. At that point, premiums will increase each year.



Additional Information on Reverse Side.

Things to think about before selling term life insurance:

Shocking, rising premiums after level term period



Limited policy options for conversion to a permanent plan



Only a 30-day grace period



Policy fee is excluded before your commission calculation



Limited options to customize coverage



Why Protective Custom Choice UL may be a better option:

Reliable, level premiums after level death benefit period if clients still want coverage

Several policy options available for evidence-free exchange to a permanent plan*

Longer 61-day grace period

Fees aren't excluded before your commission calculation, offering an opportunity for higher compensation

Options to customize coverage with income streams for beneficiaries

Change your approach, and sell what matters! To learn more or request a quote, contact your BGA or the Protective Life Sales Desk.

 **877.778.3500, option 1**  **www.sellwhatmatters.com**

* Within the first 20 years and before age 70

If underwriting criteria is satisfied for Protective Custom Choice UL, the proposed insured may qualify for the rates shown. Different premium payment modes have different premium amounts. More frequent payment modes typically require higher premiums. The level premium period may be extended beyond the initial level benefit period, however the face amount will begin to decrease annually until it reaches \$10,000 at which point premiums will begin to increase. This is a hypothetical example. For current information on Protective Life Insurance Company's products, please use ELI or contact our sales desk for an illustration specific to your client.

Protective Custom Choice UL (UL-22) is a universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.

All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

