

Term life insurance.

How long is long enough?



You have people who depend on you. Term life insurance is a must-have when it comes to protecting your family's financial future. **So how many years do you need it?**



Tips to help you plan ahead

Many consumers choose to purchase a policy with level payments and coverage that lasts for 20 years. **The fact is, many end up wishing they had bought a longer term policy when they had the chance.**

What you should consider:

Insurers look at your age, health, and family history to help determine how much to charge for coverage. **Young, healthy people generally pay less.**

With term life **you can lock in one level price** that is guaranteed not to increase during the term period you choose – 10, 15, 20, 25, 30, 35 or 40 years.

When your term period ends the cost will increase significantly each year to age 95.

If you purchase a new term or permanent policy **in 20 years, you can expect to pay much more** due to your age and health. You may even be denied coverage if you have a severe health condition.

A lot can happen in 20+ years. Adult children move back home. Aging parents may rely on you for care.

It's best to be prepared for whatever comes next with coverage that will last as long as your needs.

A real life scenario*

Tim bought a 20-year term policy for \$500k of protection 20 years ago, but he still needs coverage – now what?

Tim was 35 years old when he bought a \$500k, 20-year term policy. He was young and healthy so he received the best pricing available.

Now he's 55 and has a wife, two kids in college and his elderly father living in his household. He still carries refinanced mortgage debt and plans to work another 15 years until retirement.

He wants to purchase a new 20-year term policy which will last to age 75. Tim goes through the application process and finds out he has a few medical issues which drop his health class down to Standard Plus. **His new payment is \$2,595 per year for the same amount of coverage. While it's more than he was expecting, it's still a good value for the protection Tim and his family need.¹**

A longer term solution

Today, a 35 year old male can purchase a 40-year term policy with \$500k of coverage for just **\$822 per year**. With a little planning ahead, you can breathe easy, knowing your family or business is protected and the price is locked in for the next 40 years.²



Be prepared

Consider purchasing the longest term policy available.





¹ Monthly premium estimate is for Banner OPTerm 20 based on a \$500,000 face amount, for a male, age 55, Standard Plus, as of 10.15.2021 and may not be available in New York. Rates for William Penn may vary.
² Monthly premium estimate is for Banner OPTerm 40 based on a \$500,000 face amount, for a male, age 35, Preferred Plus, as of 10.15.2021 and may not be available in New York. Rates for William Penn may vary.
*Premiums should always be quoted online and sample rates provided should not be used as a means for quoting premiums with clients or prospects.

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