



New Beginnings.

A flexible financial solution
for growing families.



It really is a new beginning— for you and your child.

Until you become a parent, it's hard to imagine the impact a child has on your heart—or your lifestyle. Suddenly, your whole world turns upside down and you find yourself changing diapers, losing sleep, and wondering how you're ever going to pay for major expenses like childcare and college.

Protect your family's lifestyle and future.

With New Beginnings, you now have a flexible way to protect your loved ones and lay the foundation for a secure future. That's because New Beginnings is a financial solution that adapts to your family's changing needs and helps you prepare for all the financial responsibilities ahead.

Four ways New Beginnings helps growing families like yours.

1.

Creates a financial safety net:



Since the New Beginnings strategy is based on life insurance, you can be sure that your loved ones will have the death benefit protection of life insurance to fall back on. Best of all, this money can be used any way your family wants: to pay bills, to retire the mortgage, or to cover the cost of childcare.

2.

Makes the most of your insurance dollars:



As a new parent, you want—and probably need—to use your premium dollars smartly. That's why the first step in the New Beginnings strategy focuses on affordable term life coverage—so that young families like yours can secure the protection they need and still be able to meet all their day-to-day expenses.

3.

Adjusts to your changing life:



Things change so quickly these days that it's hard to know what your life will look like 5–10 years down the road? Will you have more children? Move to a new home? Get a big promotion? With this strategy, you have the flexibility to adjust the coverage in your policy as your needs and circumstances change.

4.

Prepares for future expenses:



One of the most rewarding things about being a parent is sharing in your children's achievements. Before you know it, they'll be graduating from high school, heading off to college, and eventually getting married. New Beginnings can help you prepare for a number of these milestones by giving you a tax-advantaged way to save for tomorrow.

At New York Life, every decision we make, every action we take, has one overriding purpose: To be here when you, our policy owners, need us.





New Beginnings makes it easy to get started.

As a parent, you know how important first steps can be. And that's why New Beginnings uses a combination of term and permanent life insurance to help growing families like yours get started on the right foot.

Here's how it works:

Get all the protection you need—at an affordable price.

Right now, the most important thing is to make sure your family has enough life insurance protection to maintain its standard of living if you pass away. Since price is often an important consideration, New Beginnings relies mostly on affordable term life insurance, then adds on a layer of permanent life protection so that you have some long-term security as well.

Start building for the future.

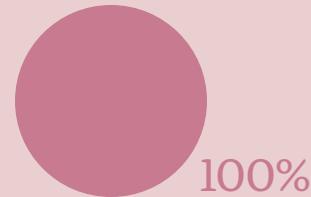
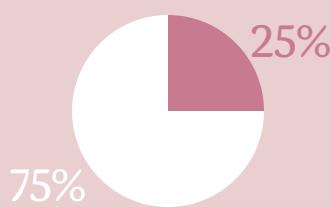
As your children and financial needs grow, you may want to convert some of your term coverage to permanent life insurance. That way, you will enjoy more lifetime protection—and potentially generate more cash value to help cover future expenses. With the New Beginnings strategy you can use the conversion privilege available on all our term life policies to upgrade your coverage—without any additional medical exams.

Create an inheritance or put your cash value to work.

Eventually, it may make sense to convert all your term insurance over to permanent life. That way, you will create a lasting and substantial legacy for your children that is generally free from federal income taxes. Or, if your needs change, you can eventually use the cash value of your permanent life coverage to pay for a child's college, supplement your retirement income, or help pay for care as you age.* It's completely up to you.

Hypothetical Term to Permanent Life Ratio

● Permanent Life ● Term Life



Term vs. perm: What's the difference?



Like renting a home, term life insurance, is designed to meet temporary needs. It provides protection for a limited time and pays a benefit only if you die during the term. As a result, it is often the most affordable type of coverage when initially purchased.

Permanent life insurance, by contrast, is more like buying a home. It is designed to provide lifelong protection and, in the case of whole life insurance, builds cash value: a resource (like equity) that you can use to pay for a child's college, a wedding, or even to help care for an aging relative.* As a result, permanent life insurance is often more expensive than term, but may be more economical in the long run.

* Accessing the cash value through loans or partial surrenders will reduce the total cash value of the policy and, if not paid back, the total death benefit available on your policy.

With a New Beginnings strategy, you can sleep better at night. Well, maybe...

Being a parent is a big responsibility. But it can also be one of the most rewarding experiences of your life—especially if you're prepared. That's why we created a life insurance solution that makes it easy to address so many needs at one time. With a New Beginnings strategy, you can relax and enjoy this magical time, knowing full well that your family's lifestyle and future are securely protected.





Why choose New York Life? Because being a parent is a lifelong commitment.

As a parent, you never stop caring about—or wanting to protect—your child. That's why it's important to select a life insurance company that you can count on today...and tomorrow. You can take comfort in the fact that New York Life has been protecting America's families and keeping its promises since 1845. Plus, we continue to receive the highest ratings for financial strength currently awarded any life insurance company.

A++
Superior
A.M. Best

AAA
Exceptionally
Strong
Fitch

Aaa
Exceptional
Moody's

AA+
Very
Strong
Standard & Poor's

Source: Third-Party Ratings reports as of August 1, 2017.

You want only the best for your child. The feeling is mutual.

As America's largest mutual life insurance company, New York Life operates for the benefit of our policy owners, not outside investors. That means we always have your long-term interests at heart and that your child's future is safe and sound.

Ready to get started? Call us today.

Ready to find out why millions of parents like you trust New York Life to protect their children's lifestyle and future? Just contact your New York Life agent or visit us today at www.newyorklife.com.

Why work with a New York Life agent?



Your New York Life agent is a professional problem solver who will help analyze your needs and work within your budget to create the perfect solution for your family.

And because all our agents live and work in the communities they serve, you know you can trust them to provide sound financial guidance. Who knows, you may even be able to get some free babysitting out of it!



In Oregon, the Yearly Convertible Term policy form number is ICC-216-135P and the New York Life Whole Life policy form number is ICC17217-50P.

New York Life Insurance Company

51 Madison Avenue
New York, NY 10010

www.newyorklife.com

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