

Three Reasons Why You Should Purchase Life Insurance Coverage



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Hello, my name is K Ainsworth with XYZ Insurance company.

There are many reasons to have life insurance coverage. I will cover 3 main reasons to have Life Insurance Coverage







Reason #1 – To Protect Income

This example is based on a married couple with children. If one of the spouses is the main income provider or both spouses have equal income and one of the spouses pass away; by having proper coverage the living spouse can potentially avoid financial burdens by replacing the other spouse income. The family would be able to live their lifestyle without a financial struggle after their loved one has passed away.

Reason #2 – Mortgage Protection

A person in a dark suit and white shirt is holding a small, yellow, two-story house model with a grey roof and white trim. The person's hands are visible, and they are holding the house model with both hands. The background is dark and out of focus.

This example is based on a couple with children, who owns a home. If the mortgage loan was 300k and one of the spouses passes away; the financial burden would fall on the other spouse. If proper coverage was in place for 500k, the house could be potentially paid off and the surviving spouse would have 200k left over for financial support for the children.



Reason #3 – Cash Accumulation

Life insurance can be used to accumulate cash in an equity index universal life policy. For example if a married couple with children, who owns a home, qualifies for a life policy of 300k and the monthly premium is \$300.00.; \$150.00 dollars will be applied for the life coverage and \$150.00 will go into an equity index to potentially accumulate cash growth. This would provide life coverage & potential cash accumulation. The cash accumulation can be used for college, retirement etc.

Important Note- The younger you are with good health conditions, you could be provided with a less expensive coverage. So, don't procrastinate in protecting your family!

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Call or Schedule a 1 on 1 life insurance road map consultation and receive a credit up to \$100 when a policy is enforced. Just mention the **"3 Reasons Why You Should Purchase Life Insurance"** from the e-book you downloaded or was sent to you. I hope the information was helpful and I look forward to hearing from you!

Best Regards,
K Ainsworth