

Life Insurance

is like having a safety net

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If there was a smart phone app that provided your life with a safety net, you'd probably download it. The purpose of the "Crystal Ball" software would be to calculate your probability for risks of anything from a bad day to an untimely death.

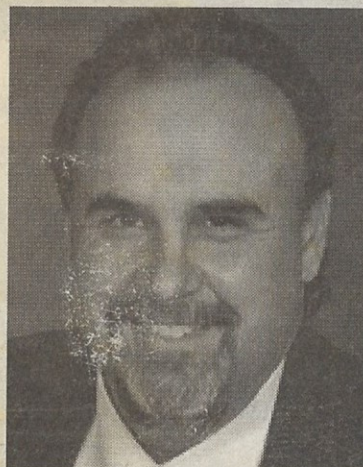
None of us can predict the future, but having life insurance can protect you from whatever may happen in your own personal "Crystal Ball of Life." It is like having a safety net. Why do this? It's called peace of mind, like what might be achieved from that make-believe safety net app. The bottom line is that there is no avoidance of risk. Reality happens. Bad things do happen to happy families. Many people are of the opinion that they can put life insurance on the back burner because they are predominantly healthy, but that can change rapidly. Unfortunately, the worst-case scenario happens more than many people may believe. A critical illness can hit a family hard and quick, just like a family can be hit with an unexpected death.

*Approximately 30% of all people age 35 - 65 will suffer a disability for at least 90 days; and about 1 in 7 can expect to become disabled for 5 years or more. ** 2006 U.S. life tables show 23.3% will die by age 70.

If you're wondering whether or not you should buy life insurance, ask yourself this one question: "Would my death leave anyone in a financial bind?" If your answer is "yes," it may be time to get serious about shopping for life insurance. Life insurance can offer peace of mind, ensuring that your debts or loved ones will be taken care of in the event of your death.

Everyone wants peace of mind when it comes to providing for their family. Life insurance provides peace of mind because of the vital financial protection it provides. Since there are so many options and insurers to choose from, care must be taken when looking for an appropriate plan.

Life insurance plans can vary greatly. What are your individual needs? What protection is desired? Cash Value, Permanent insurance or Term? How much or how long? These are all factors in choosing your coverage, and you need to be sure you get the correct advice. Even though life insurance is a matter of choice, unlike car insurance that is required by law to operate a vehicle, uti-



lizing the most appropriate form of life insurance protection offers great peace of mind as well as protection for an untimely event that will change your life. Life

insurance policies that have Critical, Chronic, or Terminal illness riders will pay a cash sum if a policyholder dies or becomes exceedingly ill.

When is the best time to buy life insurance...? TODAY! Do not wait.

Why? Well, it's unlikely you will ever be healthier and you most definitely will not be younger. Nor is there actually an app that will tell you when things are going to hap-

pen. People don't plan to fail, they fail to plan.

What about my work coverage or Employer-paid?

Your employer may offer a life insurance policy with the option to upgrade it to a higher value. This could be a good option if the premium is cheaper and easier than shopping independently, but keep these things in mind. First, your life insurance benefits will likely when your employment ends. In many cases, it doesn't make sense to upgrade it, and you'll want to make sure you understand

exactly what this policy covers. Coverage may be restricted to work-related "accidental death" or may have other coverage exemptions - make sure of what you're buying.

Second, life insurance policies get more expensive as you get older. So even if you're planning to be a longtime employee with your current company, seeking your own independent life policy now can save you a lot of money over time.

Don't delay buying your own individual life insurance policy. If you get additional benefits from your employer, these certainly won't hurt in case of a crisis. Also, you'll always want to be sure to keep your beneficiaries up to date to ensure an easy process for your survivors.

After putting your plan in place, review it regularly to make sure it does what you want...and provides a that peace of mind to know: the mortgage would be paid, kids can go to college, retirement won't be delayed, and most importantly no one else has to cover your obligations.

An old quote given to me by my manager 25 years ago says, "Money doesn't buy happiness but it can come so close you can't tell the difference." How true is that? I am not sure, I just know that when there are money shortages people seem to have a lot more problems.