



**LIFE INSURANCE:**

# Cheaper than a Cup of Coffee

## Think life insurance is too expensive? Think again.

There's a misconception about the cost of life insurance. People think it's expensive. But, let's look at the costs of a daily cup of coffee versus that of a \$250,000 term life insurance policy for a healthy 30-year-old<sup>1</sup>:

What a daily cup of coffee costs...	What people think life insurance costs...	What life insurance really costs...
At roughly \$4 each, buying a medium cup of coffee, 5 days a week, amounts to almost <sup>2</sup>	In a survey <sup>3</sup> , when consumers were asked how much a life insurance policy might cost each month, they guessed	Protect your family, pay off a mortgage or protect yourself from the cost of care with Select-a-Term
<b>\$75</b> /mo	<b>\$41</b> /mo	<b>\$16</b> /mo

Life insurance is cheaper than you thought and **Cheaper than a cup of coffee**

Still craving that cup of joe? The \$75 you would spend on coffee, can cover the cost of life insurance AND 15 cups of your favorite brew. Now that's a real eye-opener!

<sup>1</sup> Male, 30-year-old, Preferred non-tobacco, \$250,000, 20 year; Rates as of February 19, 2019.  
<sup>2</sup> Starbucks Prices - Fast Food Menu Prices. Retrieved April 20, 2017.  
<sup>3</sup> 2017 Insurance Barometer Study. Median annual cost was \$500. Best annual cost of a 20 year, \$250,000 level term policy for a healthy, non-smoking 30 year-old consumer, as quoted by Quick Life Center.

NOT A DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | MAY LOSE VALUE  
 NO BANK OR CREDIT UNION GUARANTEE | NOT FDIC/NCUA/NCUSIF INSURED

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