

Before you buy life insurance

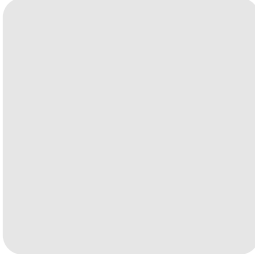
SHOPPING FOR PRICE

VS.

SHOPPING FOR POLICY



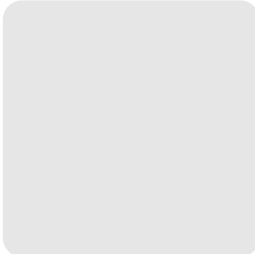
Considers only price and the amount of coverage



Considers living benefits, length of coverage, expenses, kids education, income replacement, and more



Compares apples to oranges - Are you 32 and in perfect health?



Considers age, height, weight, and medical history so you get a long term policy that you qualify for



Looks at cost instead of goals

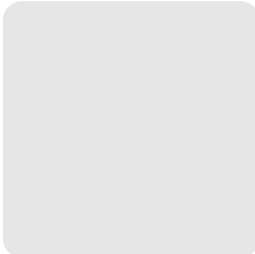


Looks at your goals to determine the right policy at a cost you can afford



Always misses the fine print

***\$1 pays for the first month's adult coverage. Then the rate schedule is based on your current age and is guaranteed for the life of the policy.**



Always shows you the cost of your benefits up front.

Get the right policy today!