

10 Reasons for Life Insurance

10 Reasons for Life Insurance

In a recent study, LIMRA ranked the top reasons for considering life insurance¹

1. Income replacement

Proceeds from a life insurance policy can step in to pay the bills when income from the insured is lost due to death.

2. Burial and other final expenses

The death of a loved one is hard enough without having to worry about your funeral costs, which can be well over \$10,000.²

3. Mortgage protection

A family may lose their home if a life insurance death benefit is not available to help pay the mortgage.

4. Lock in a low premium at a young age

Over time, as people age, premiums increase. The best time for you to buy life insurance is today.

5. Transfer wealth to family

You can leave more money to your family with a life insurance policy as part of your estate.

6. A tax-advantaged way to build cash value

You can realize tax advantages by utilizing policies that build cash value.

7. Provide funds for college education

College is expensive. Life insurance proceeds can help ensure that college loans are paid even if you aren't there to help.

8. Meet evolving needs with a variety of product options

Needs change over a lifetime. You may want to look for a different type of policy or lower premiums to suit new life circumstances.

9. Supplement employer-provided life insurance policy

Employer-provided life insurance alone may not be adequate to cover your family's financial needs.

10. Pay estate taxes and create estate liquidity

When an estate is inherited, certain taxes must be paid. Life insurance may step in to cover your estate costs.

¹ LIMRA (2012). Understanding Life Insurance Buyers and Non-buyers.

² Source: Funeral Trade Commission

Life insurance and annuities issued by Liberty Life Assurance Company of Boston, a Liberty Mutual company Home office: Boston, Mass. Service center: Dover, N.H.

