



# It's Not for You. It's for Them.

If protecting your loved ones financially is a priority, then getting life insurance is an easy step in helping you accomplish that. It means they would be OK financially if anything were to happen to you.

And it's more affordable than you think. In fact, most people overestimate the true cost of life insurance by three times or more.\*

While life insurance can't replace a loved one, it can make the path easier for those left behind.

**LIFE  
HAPPENS**  
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\*2019 Insurance Barometer Study, Life Happens and LIMRA

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