



## Life Is a Balancing Act

BALANCING YOUR NEED FOR LIFE INSURANCE WITH YOUR BUDGET



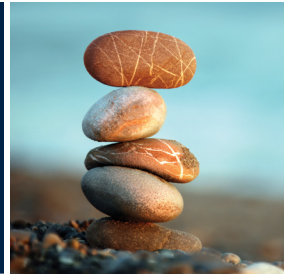
# Life Insurance

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**Prudential**



# Balancing Needs Versus Budget

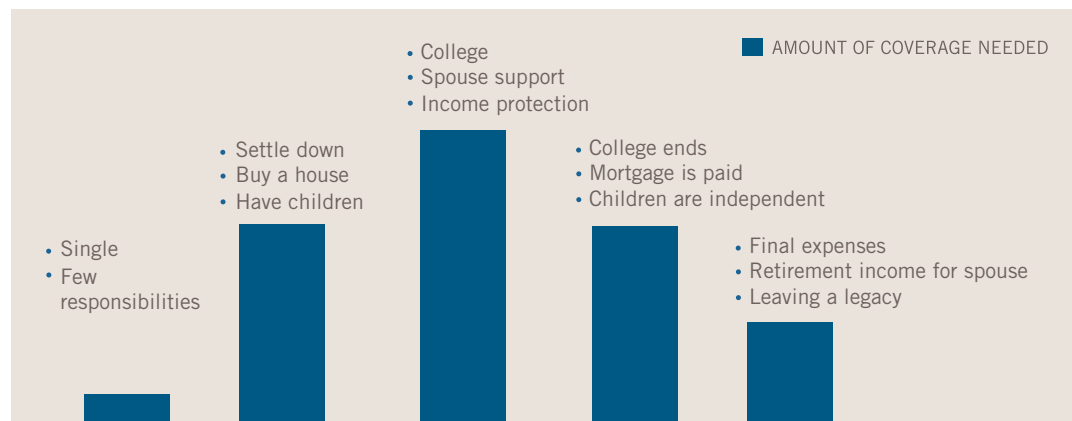
Anyone considering life insurance will face two challenges.

## Challenge #1: Balancing your life insurance coverage with your changing needs

- ▶ Each stage of life has different needs to protect, as the illustration below shows. Life insurance can help, but how do you protect today's needs and prepare for tomorrow's?

### Your life insurance needs change over time

Throughout your lifetime, your need for life insurance will change. With more responsibilities, that need grows.



## Challenge #2: Balancing your life insurance needs with your budget

- ▶ Life insurance is generally more affordable than most people realize. But trying to buy a life policy that will cover all your needs for your entire life would probably exceed your current budget. How can you address those needs in a cost-effective and budget-friendly way?

### A balanced solution that uses both temporary and permanent insurance

Rather than make one policy do everything, combining two different types of policy may be a more effective and cost-efficient solution. The Prudential Insurance Company of America and its affiliates offer temporary and permanent insurance policies that address different needs:

- ▶ **Temporary, or term, insurance** provides affordable coverage for a set period of time.
- ▶ **Permanent insurance** provides coverage for long-term or lifelong needs. Additional features can help provide greater flexibility in how you can use it.

COMBINING TERM  
AND PERMANENT  
POLICIES ADDRESSES  
BOTH BUDGET  
AND COVERAGE  
CONCERNS.

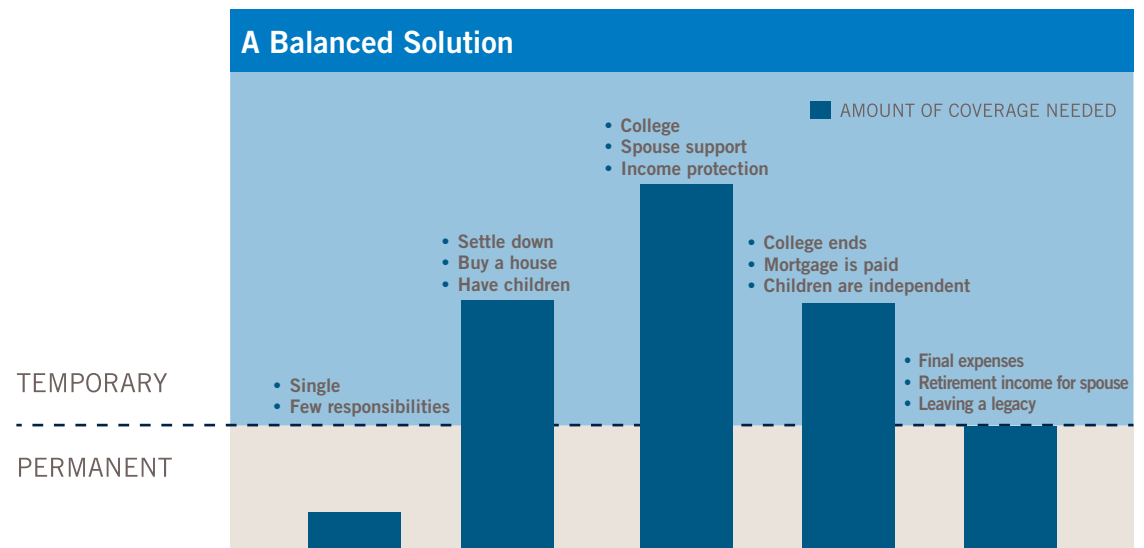
A balanced solution  
allows you to address  
your immediate and  
future needs in a  
cost-effective way.

**The benefit of balancing temporary and permanent insurance**

Using both types of policy can address challenges concerning coverage and budget:

- ▶ **You have greater protection only while you need it.**
- ▶ **You're not paying for what you don't need.**

Permanent insurance can provide a base of protection, while term insurance acts as a supplement during times of greater need. A balanced solution lets you address your immediate and future needs without delaying your purchase of permanent insurance.



**Advantages of a balanced approach**

- ▶ **Combining term and permanent policies is less expensive:** Blending term and permanent coverage is generally less expensive than buying a permanent policy alone for the same amount of coverage, or buying a new term policy later in life.
- ▶ **Reducing costs:** Both types of insurance are usually less expensive the younger, and healthier, you are when you purchase them. Buying one policy first, and then another later, generally means you'll pay more for the second than if you'd bought both at the same time because waiting until you're older will increase the costs.
- ▶ **Locking in coverage:** Your insurability is "locked in" with the permanent coverage. If your health declines, you'll still have valuable life insurance protection in place at a time when the cost of a new policy may be prohibitive or you could be unable to qualify for a new policy.
- ▶ **Ease of conversion:** If you need more permanent insurance at a later time, you might be able to convert part or all of your term coverage to permanent, without another medical exam.
- ▶ **Supplement your income:** Some permanent policies, in addition to the death benefit, potentially accumulate cash value, which can be used to supplement your income.\*

**Work with your financial professional to find the right type and amount of life insurance for your needs. Together, you can find the right balance for your life.**

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\*Life insurance policy cash values are accessed through withdrawals and policy loans. Outstanding loans and withdrawals will reduce policy cash values and the death benefit and may have tax consequences.

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