

Case Study

THE \$99 LEGACY

Subject:

Grandparents, Paul and Anne, have three grandchildren and are reviewing their financial priorities.

The most important thing in life is family. How often do you meet with a client or potential client and the conversation of children or grandchildren comes up?

Parents and grandparents have the opportunity to leave a legacy to their children or grandchildren by providing one of the greatest gifts - life insurance. By funding a cash value life insurance policy, your clients can help provide a lifetime of financial protection for their children or grandchildren while funding other long-term goals, including helping them: pay for college, purchase a home, or fund supplemental retirement income. By purchasing a life insurance policy while children and grandchildren are young and in good health, parents and grandparents can protect a lifetime of dreams at a minimal cost, while locking in insurability.

Background

For Paul and Anne, family is their world. So it was no surprise that during their annual review with their advisor, Jerry, they shared that their daughter recently had twins, giving them a total of three grandchildren under the age of two. As Paul and Anne discussed their changing financial needs, Jerry suggested they consider buying a life insurance policy for each grandchild.

Paul and Anne's initial reaction was that they could not afford to buy three policies, even though they would love to provide financial security to their grandchildren. Jerry explained that life insurance does not have to be expensive to be beneficial. Not only could they design an affordable policy, but by purchasing policies for the grandchildren while they are young they would lock in insurability and be eligible for preferred rates.

How it works

Jerry shared how just \$99 a month could provide security and flexibility throughout Emma's (their two-year-old granddaughter) life! Before Jerry left the appointment, Paul and Anne purchased three policies, one for Emma and one for each of the other two grandchildren.

Fast forward 24 years from the purchase of the policy, Emma has graduated from college and is ready to purchase her first home. Paul and Anne have since paid up Emma's policy, paying \$99 a month for 20 years. Imagine Emma's reaction when her grandparents tell her she is able to withdraw \$25,000 for a down payment from her life insurance policy. At this time, Paul and Anne decide to change ownership of the policy to Emma. Years pass and Emma's cash value continues to grow. At age 70, Emma begins to take withdrawals for the next 19 years in the amount of \$57,423 to supplement her retirement income.

Throughout the life of the insurance policy, Paul and Anne have been able to provide security through the death benefit, access to cash value when Emma was young and providing supplemental income during her retirement.

How many clients do you have with children or grandchildren who would be willing to protect their future for \$99 a month?

TO LEARN MORE about leaving a legacy for children or grandchildren, contact your Life Sales Support Team today at:

1-877-696-6654 (Securian and Broker-Dealer partners)
1-888-413-7860, option 1 (Independent Brokerage)

¹ Eclipse IUL, age 2/face amount \$175,502/female/Preferred Non-tobacco/20-pay premium of \$1,188 at 7.07% illustrated rate in Blended Account.

These values assume that the currently illustrated non-guaranteed elements will continue unchanged for all years shown. This is not likely to occur and actual results may be more or less favorable than those shown.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions such as surrender charge. Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Policy loans and withdrawals may create an adverse tax result in the event of lapse or policy surrender, and will reduce both the cash value and death benefit.

Depending upon actual policy experience, the Owner may need to increase premium payments to keep the policy in force.

Securian Financial Group, Inc.
www.securian.com

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