



MORE VALUE FOR CLIENTS

Get ready for a special edition email series, specifically designed to boost your term life business. Did you know 63% of people who forgo life insurance do so because they think it's too expensive?¹ We'll cover product features to help you provide more value to clients and ensure their policy is working hard for them.

Let's start with an overview of three strategies that can help set your business apart by helping clients save on premiums and get more from their policy.

3 WAYS TO SAVE: TERM LIFE



1. INCOME PROTECTION OPTION

Help clients structure their death benefit how they want by controlling the amounts, who receives them, and for how long.



2. ADVANCED PREMIUMS

Clients can receive substantial savings by advancing premiums on 10-, 15-, 20-, 25-, and 30-year term policies.



3. ACTUAL AGE PREMIUMS

Transamerica uses your clients' actual ages to determine premiums, while many other carriers round up to their next birthday.

Can these options lower premiums for your clients?

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