



Life insurance is *cheaper than a cup of coffee*

Think life insurance is too expensive? Think again.

There's a misconception about the cost of life insurance. People think it's expensive. But, let's look at the costs of a daily cup of coffee versus that of a \$250,000 term life insurance policy for a healthy 30-year-old:¹

WHAT A DAILY CUP OF COFFEE COSTS...

At roughly \$4 each, buying a medium cup of coffee, 5 days a week, amounts to almost²

\$80/mo

WHAT PEOPLE THINK LIFE INSURANCE COSTS...

In a survey,³ when consumers were asked how much a life insurance policy might cost each month, they guessed

\$41/mo

WHAT LIFE INSURANCE REALLY COSTS...

Protect your family, pay off a mortgage or protect yourself from the cost of care with Select-A-Term starting at

\$16/mo

Still craving that cup of joe? The \$80 you would spend on coffee can cover the cost of life insurance AND 16 cups of your favorite brew. Now that's a real eye-opener!

For more information, contact your financial professional.



NOT A DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | MAY LOSE VALUE | NO BANK OR CREDIT UNION GUARANTEE | NOT FDIC/NCUA/NCUSIF INSURED

¹ Male, 30-year-old, Preferred non-tobacco, \$250,000, 20 year; Rates as of June 28, 2021.

² Starbucks Prices - Fast Food Menu Prices. Retrieved June 3, 2021.

³ 2021 Insurance Barometer Study. Median annual cost was \$500. Best annual cost of a 20 year, \$250,000 level term policy for a healthy, non-

smoking 30 year-old consumer, as quoted by Quick Life Center.

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