

The Seven Wonders of Life Insurance



If someone asked you to name the Seven Wonders of the World, could you? The one that pops into most people's mind is the Pyramids at Giza. Other ancient wonders, like the statue of Zeus at Olympia and the Hanging Gardens at Babylon, have succumbed to the ravages of time, making them harder to recall.

Why are the Pyramids such an enduring symbol? Their grand presence, of course, is a clear reason—they rise up majestically out of the desert. Their iconic shape is another—their strong, solid bases have ensured that these ancient structures are still here today. Perhaps that is a lesson for creating an enduring financial strategy: Create a strong base with a fundamental financial tool—life insurance.

Life insurance should serve as the foundation of your family's financial security, helping to ensure that your loved ones will be alright financially even if something were to happen to you.

September is Life Insurance Awareness Month, the perfect time to think about all the wondrous things that life insurance can do for you and your family. But that can only happen if you've done the proper planning. So don't wait another minute. Schedule time to meet with an insurance professional in your community or your benefits manager at work to make sure that you have the right amount and type of insurance to protect the ones you love.

Life insurance...

1. Buys time

Allows loved ones to focus on their grief by helping to pay for the funeral and other final expenses.

2. Provides a fresh start

Lets loved ones start with a clean slate by helping to pay off credit card bills, outstanding loans and even the mortgage.

3. Generates income

Helps replace lost income for years to come so that surviving family members can continue to pay for life's necessities.

4. Offers flexibility

Gives a surviving spouse the chance to take time off from work or to switch to a job that offers a more flexible work schedule.

5. Creates opportunities

Can provide funding to start a business, or pay for schooling so surviving family members can train for a new career.

6. Funds the future

Offers a way to fund longer-range goals like a college education for the kids or a secure retirement for a surviving spouse.

7. Leaves a legacy

Gives parents the chance to leave future generations with the legacy of long-term financial security.