

# 5 Facts You **Absolutely MUST** Consider Before Purchasing a Term Policy



Life insurance can help provide financial protection for you and your loved ones. When it comes to selecting the right protection to fit your needs, you will likely learn about term and universal life insurance.

Term insurance typically offers a low cost option for your short-term needs, but did you know that a traditional term policy isn't the only way to obtain this type of coverage?

Before you purchase a term policy, check out these five important facts you absolutely MUST consider about universal life insurance from Protective Life:

- 1** Financial security for your loved ones costs less than \$1 per day.
- 2** You can spend less and buy exactly what you need.
- 3** Your policy won't lapse if you need extra time to pay your premium.
- 4** If something changes, affordable, evidence-free policy exchange options are available.
- 5** If your coverage period ends, you can still continue coverage for the same cost.



# 1 Financial security for your loved ones costs less than \$1 per day.

Life insurance is about protection. For less than \$1 per day, you can maintain life insurance coverage to help provide a lifetime of financial security for your loved ones after you're gone.

See sample Protective Custom Choice UL policy quotes below:

MALE, AGE 40, PREFERRED NON-TOBACCO	
Level Death Benefit Period	10 Years
Death Benefit	\$500,000
Daily Premium	\$0.76

Effective as of January 2016. Based on annual premium of \$278.80.

FEMALE, AGE 40, PREFERRED NON-TOBACCO	
Level Death Benefit Period	10 Years
Death Benefit	\$500,000
Daily Premium	\$0.66

Effective as of January 2016. Based on annual premium of \$240.39.

# 2 You can spend less and buy exactly what you need.

When determining the amount of coverage you need, many carriers offer pre-set level death benefit periods like 15 or 20 years. With Protective Custom Choice UL, you have the option to choose a specific time period and only pay for the years of coverage you need.

Let's take a look at the following example:

John is a 40-year-old man with a wife and two children. He wants to ensure life insurance protection for his family until his two children have completed college in 16 years. After talking to his financial professional, John decides to purchase a \$500,000 Protective Custom Choice UL policy with a 16-year initial death benefit period. This way, he doesn't have to choose between: 1) not having enough coverage with a 15-year policy or 2) paying for more years than he needs with a 20-year policy.

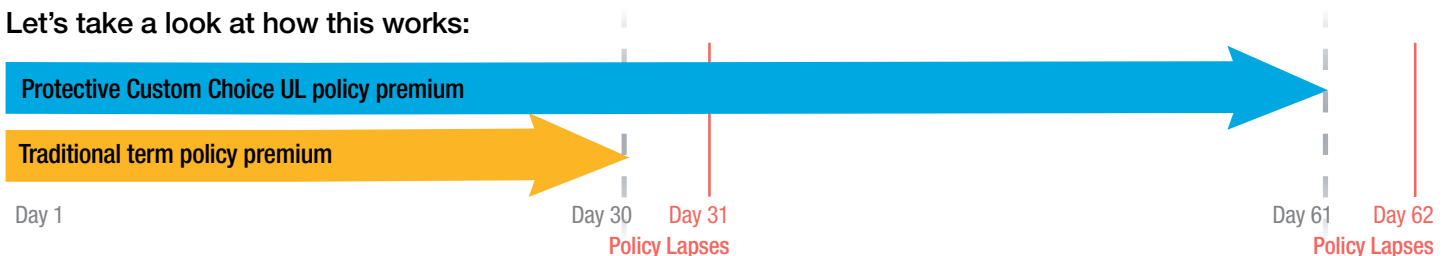
MALE, AGE 40, PREFERRED NON-TOBACCO	
Policy Year	1 – 16
Death Benefit	\$500,000
Annual Premium	\$375.75

Effective as of January 2016.

# 3 Your policy won't lapse if you need extra time to pay your premium.

If you're like most people, chances are things can slip through the cracks when life happens. If you find yourself in an unexpected situation where you cannot pay your policy premium payment on time, a traditional term policy may lapse (usually after 30 days) and you would lose your life insurance coverage. Protective Custom Choice UL offers a premium grace period that is twice as long as most traditional term policies, giving you 61 days to make your premium payment with additional interest before the policy will lapse.

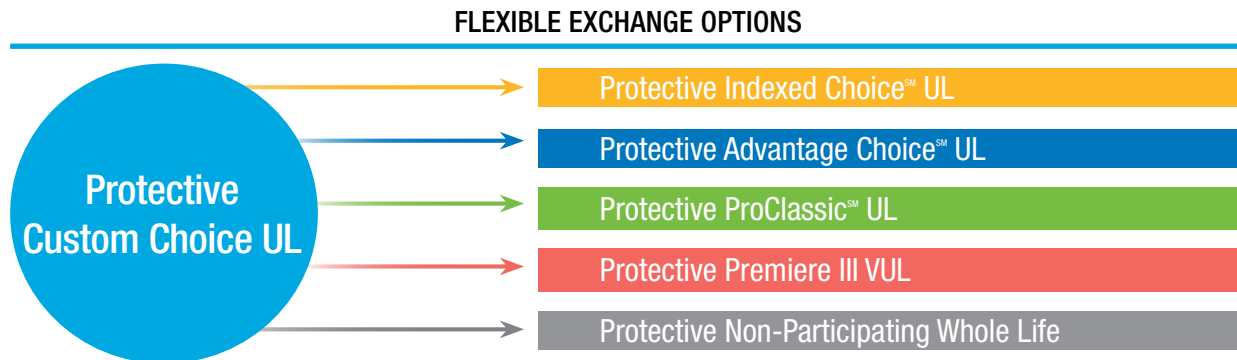
Let's take a look at how this works:



## 4 If something changes, affordable, evidence-free policy exchange options are available.

As your needs change, you need a life insurance policy that is flexible enough to adapt. Later, if you want to obtain new, permanent coverage, many traditional term carriers offer a limited number of permanent products for this opportunity, which is typically referred to as “policy conversion” or “exchange.”

However, with Protective Custom Choice UL, you have access to evidence-free policy exchanges to several Protective Life policies. This opportunity is unique because your new policy will be honored with your original premium rate, which is typically lower when you’re younger and healthier. If you exchange from one policy to another that requires new underwriting when you’re older, you may not qualify for the same rates. You can exercise the exchange option anytime in your first 20 policy years up to age 70, without going through more medical exams.



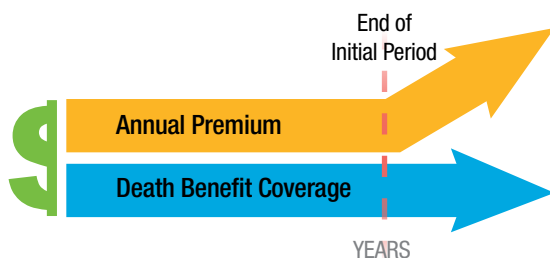
## 5 If your coverage period ends, you can still continue coverage for the same cost.

The low-cost annual premiums of traditional term policies can seem attractive when you decide to purchase life insurance coverage, but what happens at the end of the term period?

To continue coverage beyond the initial period, traditional term policy annual premiums can spike significantly in price. With a solution like Protective Custom Choice UL, the policy’s unique design allows you to continue to pay the same annual premium while the death benefit starts to decrease,<sup>1</sup> usually when your life insurance needs are likely decreasing anyway. You’ll never be surprised with a large premium increase and you’ll have access to affordable coverage if you need to keep your policy for longer than expected.

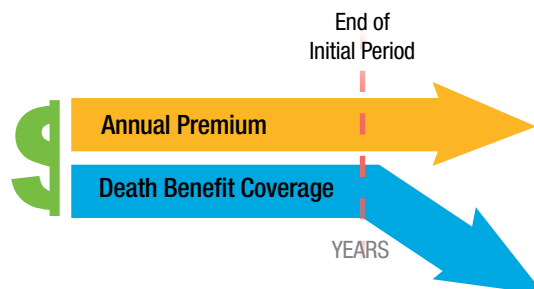
### TRADITIONAL TERM POLICY:

The annual premium increases significantly to maintain the same level of death benefit coverage



### PROTECTIVE CUSTOM CHOICE UL:

The annual premium remains the same while the death benefit coverage gradually decreases



The charts do not reflect actual returns or performance of any policy, nor any account values or fees associated with Protective Life's universal life insurance policies

<sup>1</sup> The death benefit amount will decrease each year until it reaches the minimum of \$10,000. At that point, premiums will increase each year.

Protective Custom Choice UL is value, flexibility and affordability wrapped into one life insurance policy. Start protecting your family for less than \$1 per day by purchasing the right protection to fit your needs.

## Ask me about Protective Custom Choice UL.

These examples are hypothetical and for illustrative purposes only. Each individual situation will be different based on the age, sex and health status of the insured. Different planned premium frequencies will require different total annual premium amounts. More frequent planned premiums will typically require higher premium payments to be made. For current information on Protective Life Insurance Company's products, please contact your financial professional.

Protective Custom Choice UL (UL-22) is a universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

Neither Protective Life nor its representatives offer legal or tax advice. Individuals should consult their attorney or tax advisor regarding their individual situation. All payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company.

Lapse protection guarantees the policy death benefit for the duration of the guarantee and does not cover cash or surrender value. Loans, withdrawals, and other policy and premium changes will affect the cost and length of protection. Failure to make premium payment as planned may cause the policy to lose lapse protection and premiums required to restore it could be significantly higher. Refer to the policy and endorsements for complete terms, conditions, and limitations.



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Not a Deposit	Not Insured by Any Federal Government Agency
No Bank Guarantee	Not FDIC Insured