



A Division of The Community Bank

Life Insurance Design and Analysis

A Wealth of Experience and Trust

The Community Bank Building • 113 North Fifth Street, Suite 104 • P.O. Box 2501 • Zanesville, OH 43702 • Phone 740-453-0620

Life insurance gives you the peace of mind you only get from knowing that you have protected your loved ones. In the event of your passing, life insurance provides money directly to your beneficiaries. They can use the money for life’s most important things, such as:

- Replacing your lost income.
- Funding your child's education.
- Paying off household debt.
- Transferring ownership of a family business.

Unlike most insurance agents, who represent only 1 or 2 companies, Community Financial Advisors (CFA) currently works with over 20 of the highest-rated insurance carriers, to ensure that we find you the best price and products available.

There are two primary types of life insurance:

1. Term (commonly referred to as “pay-as-you-go”).
2. Permanent (commonly referred to as “cash value”).

There are three versions of permanent insurance:

1. Whole Life
2. Universal Life
3. Variable Life

As with all insurance, there are pros and cons to each type. However, in most cases Term will be the most appropriate form of life insurance, as it is the most affordable version. Here are examples of two clients that we recently worked with:

A 39 year-old Male was in need of \$950,000 of Term Insurance with a guaranteed 20-year premium. The insurance was earmarked as income replacement for his family.

We contacted our carrier list and were able to underwrite a policy for \$670 per year. This was a savings of almost \$500 per year from what he was currently paying.

A 48 year-old Brother and 51 year-old Sister were in need of \$1.5 million of Insurance with a guaranteed 15-year premium. The insurance was earmarked so that each sibling could buy-out the other’s share of the family business, in the event of one’s death.

Again, we contacted our carrier list and were able to underwrite the policies for a total premium of \$4,100 per year. The siblings were paying their current insurer nearly \$26,000 for universal life insurance. The over \$22,000 in annual premium savings allowed the business owners to significantly increase their retirement savings.

3 Life Insurance Myths...

1. Permanent Life Insurance Is A Good Retirement Investment.

Truth: Permanent Life Insurance rarely provides for an adequate return on one’s investment to fund retirement.

2. I Have Significant Assets...I Don’t Need Life Insurance.

Truth: Many times, one’s “assets” are either illiquid or have significant tax liabilities to your heirs. Life insurance benefits are both liquid and typically tax-free.

3. All Companies Are Priced The Same.

Truth: No two companies have the same pricing; the three policies underwritten in the above examples came from three different insurance companies.

Securities and Advisory Services offered through LPL Financial, a Registered Investment Advisor. Member FINRA/SIPC.

Insurance products offered through LPL Financial or its licensed affiliates.

Not FDIC Insured	Not Bank Guaranteed	May Lose Value	Not Insured by any Federal Government Agency	Not a Bank Deposit
------------------	---------------------	----------------	--	--------------------