Do I need term or permanent life insurance?

You've made the most important step: deciding to get life insurance. So, don't let the next one—deciding which kind—stop your forward momentum! Here's a guide that can help.

Term: typically lower-cost coverage for a set period of time
Permanent: lifelong coverage with the ability to accumulate cash value
Term + Perm: combines affordable protection now, with lifelong coverage and cash-value growth

START

How long do you need life insurance for?

- 10 years or less
- more than 10 years



- I'm not sure



What is your budget?

- limited



- flexible



- I'd like lifelong coverage, with cash accumulation, but have some needs that aren't permanent (mortgage, tuition, etc.)
- I'd like all my coverage to be lifelong, with cash accumulation

TERM

Combo of **TERM + PERM**

PERMANENT

The next step is talking to a financial professional who can help you get the right coverage to meet your unique goals and budget.

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