

Assurity®

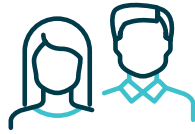
StartSmart

3-in-1 Coverage

Term Life + Critical Illness + Income Protection

Seller's Guide





Millennials face a financial squeeze unique to their generation. Their adult years have been shaped by a pandemic, recession, unemployment, a decline in purchasing power, student loans and a high debt-to-income ratio.

The outcome? They realize the unexpected can happen and they are searching for affordable insurance solutions to protect their families and their future. Increase your sales and improve your revenue from the largest and most-active insurance buying generation with Assurity's *StartSmart*.

We fit best with clients who...

- Are Millennials 27-35 (young Millennials)
- Are Millennials 36-43 (older Millennials)
- May have a mortgage or hope to buy a house soon
- May have student loan debt and possibly cosigners
- May have a High Deductible Health Plan
- May be freelancers and/or need insurance coverage that is not tied to a job

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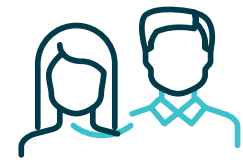
13 Tools to help you sell



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Opportunities in today's market



Millennials are hitting all the adult milestones. They are off their parents' insurance and many are parents themselves. They are college graduates. Business owners. Homeowners. Employees looking to get the most from their paychecks. And they are filling all these roles with less income power and more debt than recent generations, leaving them with a risky financial gap *StartSmart* can help them cover.

72+ million

consumers are Millennials¹

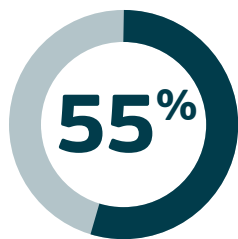
14.8 million

have student loan debt - the most of any generation²

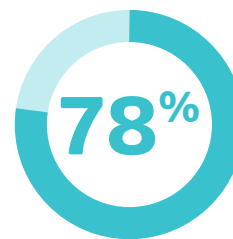


\$38,877

average loan balance²



have no life insurance³



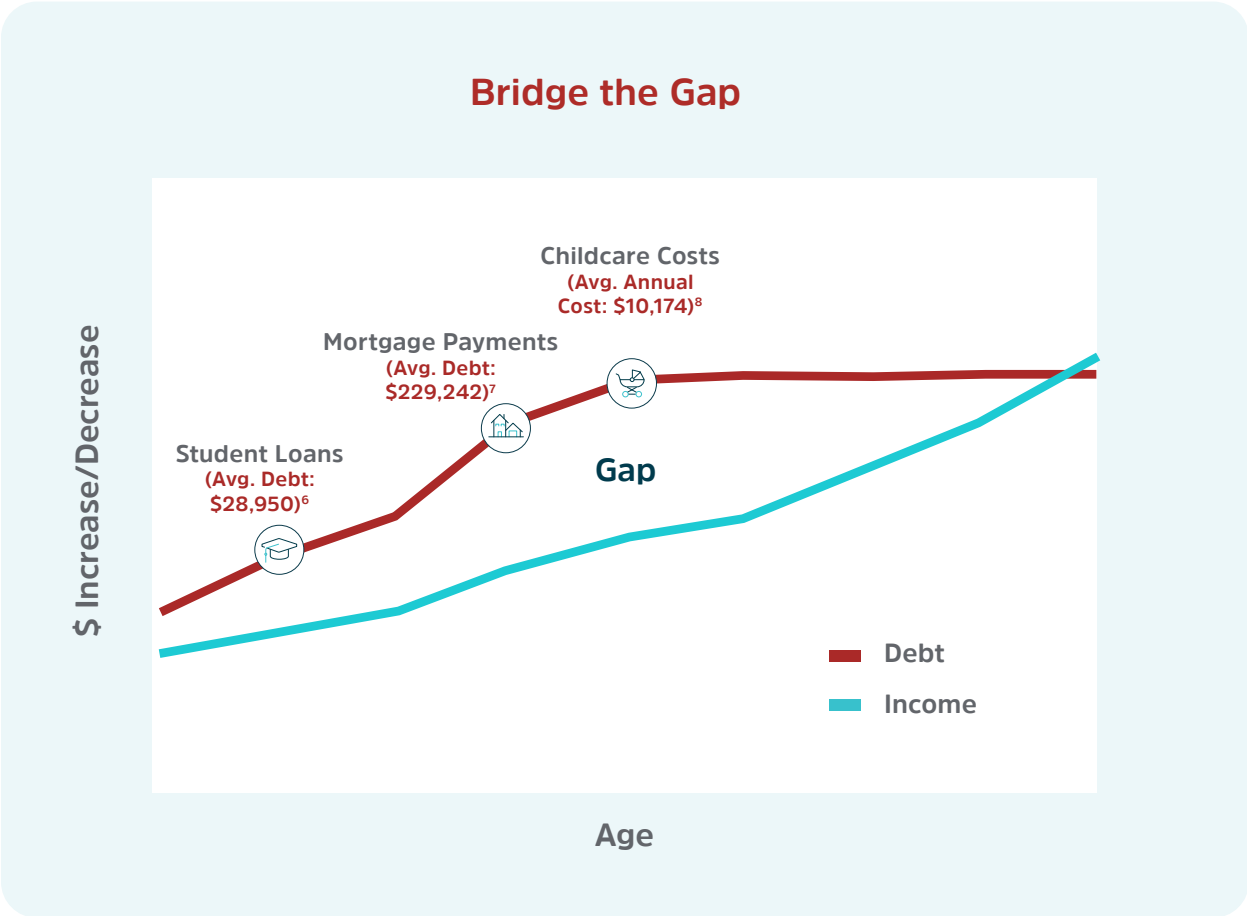
of Millennials prefer to have all insurance policies with **one carrier**⁴



37.5%

of Millennials' monthly gross income goes toward debt - **the highest debt-to-income ratio of any generation.**⁵

Opportunities in today's market



The need is real. Odds are Millennials' income is significantly lower than their debt as they pay for student loans, buy a house, get married and have their first child.

More costs for healthcare have shifted to the consumer. In 2023, the maximum out-of-pocket expense limit for a HDHP can be up to \$15,000 for a family of four. Earnings generally peak in the upper 40s and 50s, until then Millennials will need help covering the gap between their expenses and income.

Questions to ask your client



Your client may not know how easy and affordable it is to cover their life, health and income. StartSmart provides three levels of coverage and three ways to protect their future with one application and one premium. Here are some questions you can ask to help start a conversation about the value of StartSmart:

Do you have a High Deductible Health Plan? How would your budget handle it if you had to cover the deductible and other out-of-pocket expenses?

Do you need the freedom and flexibility to have coverage stay with you, rather than tied to a job?

What if you could get protection for your life, health and income for the cost of one dinner out for a family of four?

What if you could get affordable life insurance with benefits you can use while you are living – and they don't reduce the death benefit?

Features, facts, fact finder and prospects



Arming yourself with information during the sales process is key to your success. Today, most consumers conduct online research before meeting with you. Proving your product knowledge and personalizing each case to meet their needs shows your true value and helps to further gain their trust.

Key Features: *StartSmart*

Term Life Insurance

- Term periods include 10, 15, 20 and 30 year, depending on issue age
- Face amounts from \$25,000 to \$10 million
- Accelerated underwriting and **instant decision** available for qualified applicants: **up to \$1 million** for ages 18-50; up to \$500,000 for ages 51-65
- **Conversion option** to permanent coverage – Whole Life or Universal Life
- Assurity quote-to-application e-app available
(Not available in NY)

Critical Illness Benefit Rider

Provides a lump-sum benefit if the insured receives a first-ever diagnosis for one of the specified critical illnesses, including heart attack, invasive cancer and stroke.

- Issue ages 18 to 65, depending on term period
- \$20,000 to \$100,000 benefit amount (not to exceed the base policy benefit amount)
- Using this living benefit **does not reduce the death benefit.**
(Not available in CT, FL, IL, KS, MD, MA, MN, NH, NJ, NY, PA, VA and WA)

Monthly Disability Income Rider

Provides a monthly benefit while the insured is totally disabled before their 65th birthday.

- Issue ages 18-60, depending on base policy term period
- 90-Day Elimination/2-Year Maximum Benefit Period
- Benefit Amounts: \$300 through the lesser of \$3,000 or 1.5 percent of base policy benefit amount; issue amounts rounded to the lowest \$100 increment. Also limited to a maximum of 60 percent of the applicant's gross earned monthly income (40 percent in California) and based on the total of all in-force and applied-for individual and group disability income benefits.
- Using this living benefit **does not reduce the death benefit.**
(Not available in KS, MD, NH, NJ, NY and VA)

Key Facts: The Growing Need for *StartSmart*

60%

of Millennials say they don't have enough savings to cover
3 months' worth of expenses

"The average amount in U.S. savings accounts –
how does your cash stack up?" Bankrate, Dec. 21, 2022

#1

Concern selected by Millennials is the cost of living
(e.g., housing, transport, bills, etc.)

The Deloitte Global 2022 Gen Z and Millennial Survey

52%

of Millennials are considering changing jobs in the next year,
and in doing so could lose insurance tied to their job

"Workplace Equity by Generation: Baby Boomer, Gen X, Millennial
& Gen Z Stats," Syndio, Aug. 4, 2022

\$37.18
per month

The real cost of a policy that provides
\$250,000 in Term Life Insurance, \$20,000 in coverage
for a major illness, and \$1,500 monthly income protection

(Illustration based on 26-year old female, Preferred+ Non-Tobacco providing Term Life Insurance
with the optional Critical Illness Benefit Rider and Monthly Disability Income Rider)

These facts can be useful information for you and your client. Posting them on
social media and offering a way to solve this problem can help you prospect.

Fact Finder: Sales Scenario

Illustrate the true value of *StartSmart* with your client. Here is an example:



\$250,000
20-year
Term Life Insurance
\$11.96

+

\$20,000
Critical Illness
Benefit Rider
\$3.86

+

\$1,500
Monthly Disability
Income Rider
\$21.36

\$37.18
Total monthly
premium

*Illustration based on female age 26, Preferred+ Non-Tobacco, Nebraska

Starting Out: The Young Millennial

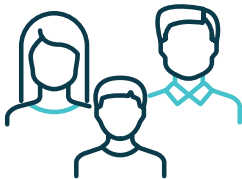
Rachel, 26, has a fulltime job as a research assistant and is renting her first apartment. She's also paying her bills solo for the first time, including health insurance as she no longer qualifies under her parents' coverage. Learning about deductibles and co-pays isn't her idea of fun, but Rachel is a planner at heart. She wants to keep paying down her student loans and travel as much as possible with her time off. One day she'd like to buy her own home.

Rachel feels confident she can protect the life she's building with *StartSmart*, Assurity's 3-in-1 insurance plan providing **Term Life Insurance with optional riders for critical illness and disability income coverage**. Rachel applies for coverage and qualifies for **instant approval – no exams or tests** – and gets her policy within days.

Rachel likes having a solid plan in place to keep money coming in if she gets a covered serious illness like cancer or becomes totally disabled and can't work for a period of time. She appreciates the security of **coverage that is hers and not tied to her job**. And even better, she likes that it was so easy and affordable.

Fact Finder: Sales Scenario

Illustrate the true value of *StartSmart* with your client. Here is an example:



\$250,000
30-year
Term Life Insurance
\$21.32

+

\$20,000
Critical Illness
Benefit Rider
\$6.75

+

\$1,500
Monthly Disability
Income Rider
\$20.20

\$48.27
Total monthly
premium

*Illustration based on male age 30, Preferred+ Non-Tobacco, Nebraska

Growing Family Millennial

Andy is a married graphic designer and new homeowner who recently turned 30 and is just getting started on the plans this decade of life often brings. His wife is expecting their first child in a few months. The upcoming birth has turned his thoughts to the future and its unknowns, particularly unexpected illness as the COVID years affected people he knew. He worries about his wife and whether she will be able to pay the mortgage and stay in their home if an unexpected illness or accident changes the future they've planned.

Andy covers the mortgage and other fixed expenses and is well prepared for a few more unknowns that may pop up with Assurity's *StartSmart*, a 3-in-1 insurance plan. *StartSmart* provides **Term Life Insurance with optional riders for critical illness and disability income coverage.** He qualifies with **no medical exam and receives his policy quickly.**

Andy is relieved to have life insurance in place for 30 years, knowing his family is protected if something unfortunate happens to him. He is surprised how easily and quickly he received the coverage, **for less than \$50 a month** - and in place well before his first child is born.

Use Our Quote-to-Application Tool

Show the need for protection in the palm of your hand – and when you’re ready, quickly and easily streamline right into the application.

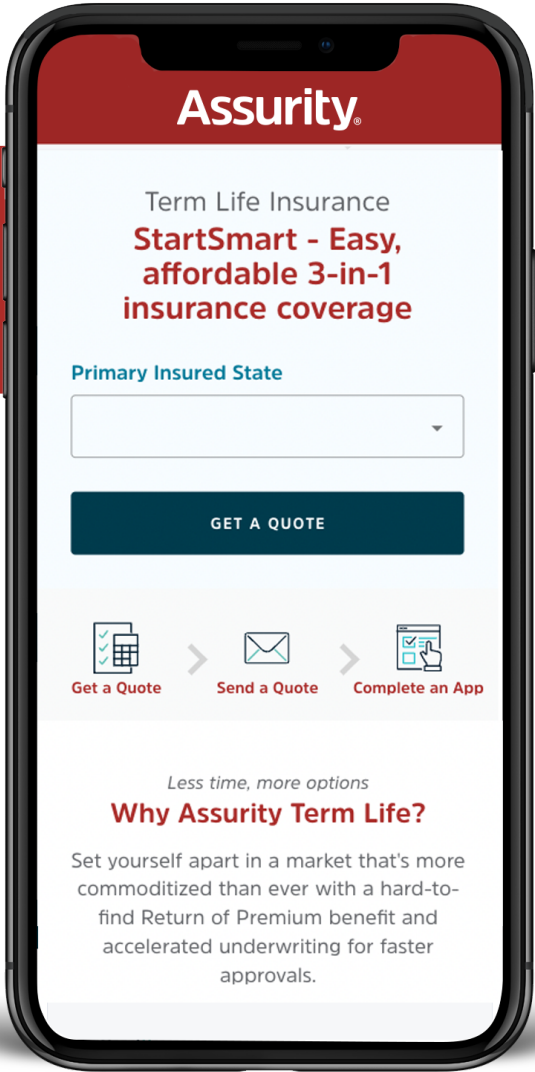
Our *StartSmart* tool gives you more ways to submit applications and saves time.

- ☑ Ability to **email quotes** to clients
- ☑ **Prequalify** clients prior to starting the application
- ☑ **Fast, easy client experience with instant decision** for qualified applications
- ☑ **Integrated payment and eSignature processes** create greater flexibility for you and your clients
- ☑ **COVID-19 questionnaire included** as part of the process

Start using it today:
quickstart.assurity.com/StartSmart

Did you know?

Buyers, and especially Millennials, are more likely to buy when they obtain quotes from a specific company website or a financial professional, versus other methods such as telephone or direct mail.⁹



Underwriting made easy



Get your business on the books faster and easier with accelerated underwriting.



No Exams or Tests

Assurity Term Life has generous accelerated underwriting **up to \$1 million for ages 18 to 50**. That means more of your clients may qualify for instant approval with **no exams or tests**.



One Underwriting Process

Complete one application with **one seamless underwriting process** to get your client covered for *StartSmart* – Term Life and the optional Critical Illness Benefit Rider and Monthly Disability Income Rider.



Fast Policy Issue

Your clients could get an **instant decision** and a policy can be in their hands in just days. More convenience for them – and faster commissions for you.

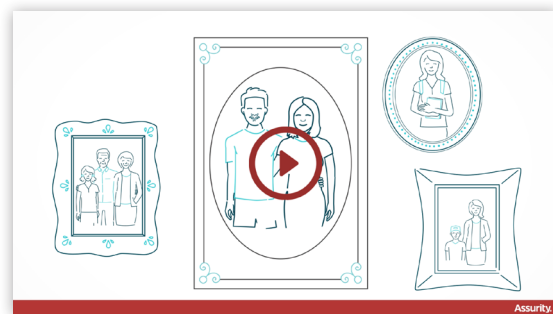
Tools to help you sell



Educate your clients about the need for Assurity's *StartSmart* 3-in-1 bundle and get some ideas for you, too. Get these tools and more at assurity.com/StartSmart



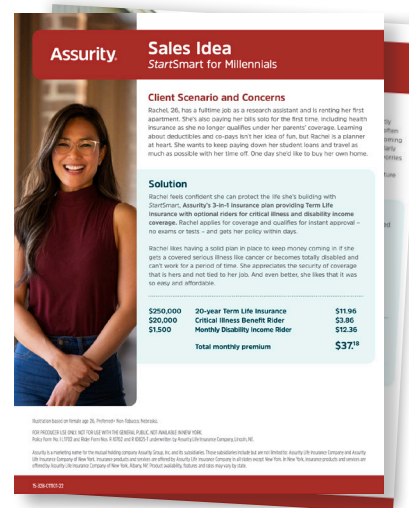
Consumer Brochure



One-Minute Video



Social Media Kit



Sales Ideas

Tips for closing the sale



Overcoming Objections

Many insurance professionals find a Q&A approach helpful when overcoming common objections to insurance. You can help your client understand their need and the true value of the coverage by listening and asking questions.

Ask the following questions to help your client realize the policy's true value.

Objection:

I'm too young to worry about life insurance.

Have you thought about using your age to your advantage? Insurance premiums will never be more affordable than right now, while you are young. You can lock in your price and coverage today.

Objection:

It's too expensive.

Do you like to go out to dinner with your family? For less than the cost of one fast-food meal for a family of four, you could get coverage that would protect your life, your health and your income.

Objection:

I'm not sure I would qualify.

Did you know that actually while you're young you have the upper hand when buying insurance? When you're younger you can typically qualify for lower cost coverage. We can do a quick quote and even prequalify you before the application process.

Objection:

Is it a long process to apply?

What if I told you that you could apply and get an instant decision today? We can go through one application and get you three coverages with just one bill. It really is that easy.

Tips for closing the sale



Attach value to *StartSmart*

Talking about *StartSmart* in terms of your client's future illustrates its importance, but it's not the only way to frame the sale. Attach value to Term Life with the optional riders for critical illness and disability income by discussing how they can use it to keep current on student loans, mortgages, childcare, credit cards and other expenses.

They need to understand *StartSmart* offers them more than money:

- Options and choices
- Some control when they feel they have none



Get started growing your sales today!
Our team is ready to help and just a phone call away.

Tie It All Together

Tell a story

People connect to stories. Your social media feed and television are filled with stories of people who faced the loss of a loved one, or whose life was impacted by a critical illness or a disability both emotionally and financially. You may even know someone personally – share their story. Tell them why you have insurance, and why it's important to you.

Share statistics

Stats rarely sell insurance, but they can support the importance of why your client needs coverage. Figures on expenses, how long their savings would last and the cost of coverage are all valuable in helping to frame the discussion with your client.

Emphasize the need

Focusing on the tangible cost of life insurance rather than the intangible cost of what can be lost without it is a common mistake. Remind your young adult clients that without insurance protection, the unexpected can come with a high price tag, from losing a home to the future they are building. Show them how little it costs to protect life, health and income with *StartSmart* and the advantages of locking in premiums while young.

Make it personal

Ask your Millennial clients to take a step back and look at their 'big picture' financially. Identify the biggest loans and expenses they pay each month. How easily could their budget and future derail if unforeseen events changed their income? Protecting life, health and income with the affordable *StartSmart* plan can be the difference between falling behind and moving ahead through difficult times.

Be confident

When you're working with Assurity, you're working with a carrier that puts people and planet first. As a mutual organization and a Certified B Corporation, we're committed to using our business as a force for good.



Why we're different.

Mutual strength

For over 130 years, our financial strength has helped people support one another through difficult times.

A force for good

As a Certified B Corporation, we work toward positive impacts for employees, communities and the environment.

Personal service

Get the customer service you need from real, responsive and efficient people in our Lincoln, Nebraska headquarters.

Customer Service

800-276-7619
Ext. 4264

Find out more

assurity.com

Certified



This company meets the highest standards of social and environmental impact

Corporation

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2. "Student Loan Debt by Generation," Educationdata.org. Accessed Jan 24, 2023.
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4. "The End of the Insurance Bundle? Millennials Put it on the Chopping Block," Comperemedia News, May 11, 2021.
5. "Millennial Income Statistics," Tokenist, Jan. 17, 2023.
6. 2022 Student Loan Debt Statistics: Average Student Loan Debt, Forbes, Sept. 7, 2022
7. 2021 Average Mortgage Debt, Experian, reported by Bankrate, April 2022
8. 2020 National Average Annual Cost of Child Care, Demanding Change report, reported by CNBC, February of 2022.
9. "The Purchase Funnel: Tracking U.S. Households Through the Life Insurance Purchase Process," LIMRA, 2023.

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