



HELLO OPPORTUNITY!

Are you aware of how BIG the life insurance market is?

Your clients need life insurance coverage, and many do not have enough. The sales potential for the underinsured life insurance market is large and also GROWING over \$340 billion per year, given current rates of population growth and inflation.¹

164 MILLION

Over **HALF** of Americans don't have life insurance.¹

Over 60 million Americans don't have enough life insurance.¹

OVER 60 MILLION

Current sales potential of underinsured life insurance market.¹

\$12 TRILLION

New life insurance need entering the market each year.¹

\$340 BILLION

¹ LIMRA'S 2016 STUDY: TURN UP THE VOLUME- \$12 TRILLION SOUND OPPORTUNITIES. 2016 LIMRA OWNERSHIP STUDY

READY TO GET YOUR SHARE?



**IT MAY BE CHEAPER,
EASIER AND FASTER THAN
YOU THINK.**

**8 in 10
AMERICANS**

Overestimate the
true cost of life insurance.²

² 2017 INSURANCE BAROMETER STUDY. LIFE HAPPENS AND LIMRA

Our electronic options are
easy to complete
and **fast to commission.**

EASY and
FAST!

**Don't let this opportunity
pass you by. Don't leave
money on the table.**



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