

GERBER LIFE GUARANTEED LIFE INSURANCE
SAVE YOUR CLIENTS FROM THE BURDEN OF FINAL EXPENSES

BE A HERO TO YOUR CLIENTS WITH GERBER LIFE

Presenter Name:

Title:

Date:



**Gerber Life
Insurance**

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EVEN A HERO HAS CHALLENGES
NOW, IT'S EASIER FOR
AGENTS TO PROTECT
FAMILIES, SAVE TIME AND
BE MORE PRODUCTIVE

- Heroes overcome challenges with determination and the right tools and allies
- **Gerber Life** is an ally to agents by helping them face challenges head on so agents can:
 - Help families get the life insurance coverage they need for their situation
 - Take advantage of powerful tools to help streamline the sales process
 - Assist clients in making the right financial decisions for them and their families

HELPING FAMILIES BUILD A BRIGHTER FINANCIAL FUTURE — THAT'S A JOB FIT FOR A HERO



CHALLENGE #1

OVERCOMING BARRIERS TO PURCHASING LIFE INSURANCE CAN BE CHALLENGING

ISSUES

- Some people may feel they are prepared for final expenses without having life insurance
- Others may feel they've waited too long and won't be approved to buy life insurance
- There is a perception that life insurance is too expensive to buy
- There are concerns with going through a medical exam

SOLUTIONS

Millions of people have relied on **Gerber Life** to help protect their families and relieve the burden of final expenses on their loved ones. Agents can be a hero to their clients by offering insurance solutions that:

- Are affordable for clients to buy
- Provide a building block and foundation for any financial plan
- Offer coverage that protects families and can help pay final expenses, outstanding debt, leftover medical bills and funeral costs
- Are guaranteed issue with no medical exam, no underwriting and no health questions



CHALLENGE #2

THE SALES PROCESS IS COMPLEX

ISSUES

Selling life insurance to seniors can be challenging:

- Illustrations are difficult for seniors to understand and to read
- Applications are complicated and time-consuming to complete and submit for processing
- Seniors are on a fixed income and are sensitive to out-of-pocket costs for insurance plans

SOLUTIONS

With Gerber Life, we promise a less complicated process with products that are easy to sell:

- The selling process is efficient and compliant so agents can spend less time on paperwork and more time on what they do best – helping to protect families
- No complex illustrations required
- Applications are one page and easy to complete and submit
- Agents have the tools they need to quote products quickly and submit business electronically and in good order
- Products are affordable so that seniors on a fixed income can get the protection they need at a reasonable cost



CHALLENGE #3

HELPING CLIENTS MAKE THE RIGHT DECISIONS ABOUT THEIR FINANCIAL FUTURE CAN BE DIFFICULT

ISSUES

- Company name recognition and reputation are important considerations for seniors when purchasing insurance
- Products can be complicated for seniors to understand and difficult for them to see the benefit
- Some products don't have any guarantees

SOLUTIONS

With Gerber Life, agents can do the right thing and be a hero to their clients:

- A trusted brand for decades and a name synonymous with trust and family caring
- A strong and stable company that puts clients and their families first
- Products are simple to explain and easy for clients to understand
- Products come with guarantees- guaranteed premium¹, death benefits, and cash value



¹Premiums are guaranteed not to increase for the life of the policy as long as premiums are paid.

GERBER LIFE GUARANTEED LIFE INSURANCE

EASING THE BURDEN OF FINAL EXPENSES

THE LAST THING A FAMILY NEEDS TO WORRY ABOUT IS HOW THEY ARE GOING TO PAY FINAL BILLS WHEN A FAMILY MEMBER IS GONE

When a loved one passes, it's a time of great emotional stress on the family. With funeral costs averaging over \$7,000² and Social Security providing a one-time death payment of only \$255³ (if a person qualifies), a family could be faced with a great deal of expense that may be difficult for them to pay. Lifting the burden of final expenses can alleviate some of this stress and **Gerber Life's Guaranteed Life** can help by covering a number of final expenses that include:

- Funeral expenses
- Medical bills
- Emergencies
- Leftover debt
- Other final debts

²2015 National Funeral Directors Association (NFDA) General Price List Survey

³Social Security Administration website: www.ssa.gov.



AS THE POPULATION AGES, THE NEED FOR AFFORDABLE GUARANTEED LIFE INSURANCE BECOMES EVEN STRONGER

- The population age 65 and over increased from 36.6 million in 2005 to 47.8 million in 2015 (a 30% increase) and is projected to more than double to 98 million in 2060.⁴
- By 2040, it is projected that there will be 14.6 million people age 85 and over, which is triple their number in 2015.⁴
- Persons reaching age 65 have an average life expectancy of an additional 19.4 years (20.6 years for females and 18 years for males).⁴
- Roughly 10,000 baby boomers are turning 65 everyday.⁵
- One-time Social Security death benefit is only \$255 (if eligible).⁶

WHAT DOES THIS MEAN FOR YOUR CLIENTS?

There's a huge population of baby boomers that are aging, potentially underinsured and will need life insurance products to meet their needs.

Gerber Life's Guaranteed Life can meet the needs of many of these baby boomers who may be looking for an affordable, guaranteed issue insurance product to help cover final expenses, funeral costs and more.

⁴A Profile of Older Americans, 2016, Administration on Aging, Administration for Community Living, U.S. Department of Health and Human Services

⁵10,000 Boomers Turn 65 Every Day. Can Medicare and Social Security Handle It? The Fiscal Times, www.thefiscaltimes.com, May 2017.

⁶Social Security Administration Website: www.ssa.gov



GERBER LIFE GUARANTEED LIFE PRODUCT OVERVIEW

PRODUCT SPECIFICATION	DESCRIPTION
Issue Ages	Ages 50-80 (age at last birthday)
State Availability	Available in all states except MT
Policy Size	Face amounts from \$5,000 - \$25,000 ⁷ at issue (total of all combined Gerber Life Guaranteed Life policies is \$25,000)
Cash Value	Plan builds some cash value
Death Benefit	Two-Year Graded Death Benefit--If death occurs within the first two policy years for any reason other than an accident, all premiums shall be paid to the beneficiary, plus an additional 10% of earned premium. ⁸ After the two-year Graded Death Benefit period, if the insured dies for any reason, the full face amount of the policy shall be paid to the beneficiary.
Grace Period	31 days starting on the premium due date (60 days in CA) in which the owner may pay overdue premiums
Underwriting	None – Guaranteed Issue
Modal Payments	Monthly, Quarterly, Semi-Annual and Annual
Payment Options	ACH – up to 8% discount, Visa or MasterCard, Direct Express
Free Look	30 day free look period beginning 3 days after the policy is mailed

Benefit amounts are subject to Gerber Life Insurance limits. Exclusions vary in some states. Requirements may vary depending on the state where the insured lives. Coverage, benefits, exclusions and limitations can vary by state.

Gerber Life will not accept insurance applications for coverage submitted under a Power of Attorney or Guardianship on the proposed insured, except from the permanent legal guardians of children.

⁷ The maximum face amount is \$15,000 in South Dakota.

⁸ If the insured dies by suicide within two years from the Issue Date (one year in ND), the only amount payable will be all premiums paid for the policy plus an additional 10% of earned premium, less any debt against the policy.



WHAT MAKES GERBER LIFE COMPETITIVE IN GUARANTEED ISSUE FINAL EXPENSE

- Reputable brand name and financial stability
- Competitive premiums that do not increase over the life of the policy as long as premiums are paid
- Simple application process – one page application that is easy to complete
- Approval is guaranteed⁹ regardless of your client's health
 - No health questions
 - No medical exam
- Access to cash value in an emergency – clients can borrow against the cash value in the policy as long as premiums are paid

⁹Gerber Life's guarantee to accept applicants age 50 to 80 is made possible by a two-year Graded Death Benefit Limitation. If death occurs within the first two policy years for any reason other than an accident, all premiums plus an additional 10% of earned premium shall be paid to the beneficiary. If death is due to accidental causes within the first two policy years, the full death benefit shall be paid to the beneficiary. After the two-year Graded Death Benefit period, the full face amount shall be paid to the beneficiary if the insured dies for any reason.



GUARANTEED LIFE CLIENT PROFILE

- **Target Seniors (U.S Citizens and permanent legal residents within the acceptable age range for the product – ages 50-80) who:**
- Want the comfort of knowing that monetary resources will be available to pay final expenses and funeral costs when they are gone
- Don't want to go through medical underwriting and prefer guaranteed acceptance regardless of health
- Desire affordable guaranteed premiums¹⁰, an easy application process and a financially stable and reputable company

¹⁰Premiums are guaranteed not to increase for the life of the policy as long as premiums are paid.



SAMPLE MONTHLY ACH RATES

	50 Year Old		60 Year Old	
Face Amount	Male	Female	Male	Female
\$5,000	\$22.50	\$17.69	\$32.40	\$25.99
\$7,000	\$31.14	\$24.40	\$45.00	\$36.02
\$10,000	\$44.09	\$34.47	\$63.89	\$51.06
\$15,000	\$65.68	\$51.24	\$95.38	\$76.13
\$20,000	\$87.27	\$68.02	\$126.87	\$101.20
\$25,000	\$108.86	\$84.79	\$158.36	\$126.27

	70 Year Old		80 Year Old	
Face Amount	Male	Female	Male	Female
\$5,000	\$50.05	\$38.23	\$124.12	\$88.64
\$7,000	\$69.70	\$53.15	\$173.40	\$123.73
\$10,000	\$99.18	\$75.53	\$247.32	\$176.37
\$15,000	\$148.32	\$112.84	\$370.52	\$264.09
\$20,000	\$197.45	\$150.15	\$493.72	\$351.82
\$25,000	\$246.59	\$187.46	\$616.92	\$439.55

Monthly rates include a discount for ACH payments (preauthorized checking). Please refer to the policy for limitations and exclusions that may apply. The maximum face amount is \$15,000 in South Dakota.



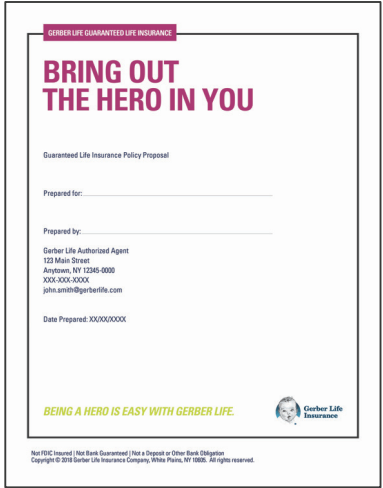
GERBER LIFE GUARANTEED LIFE SALES TIP

REVISIT RECENT GERBER LIFE GROW-UP® PLAN POLICY CLIENTS WHO ARE GRANDPARENTS	REVISIT RECENT GL BUYERS FOR CROSS-SALES OF GUARANTEED LIFE TO OTHER FAMILY MEMBERS
Perfect opportunity to move the conversation to a possible Guaranteed Life cross-sale for grandparents who are seniors and are in the appropriate age range to buy Guaranteed Life (ages 50-80)	Opportunity to insure other family members, including a spouse or adult children etc.

- Helps your clients leave a legacy behind instead of leaving behind a large amount of debt for their families to deal with
- Provides your clients with peace of mind knowing their final and funeral expenses will be paid
- Will bring comfort to your clients' families at a time of great emotional stress

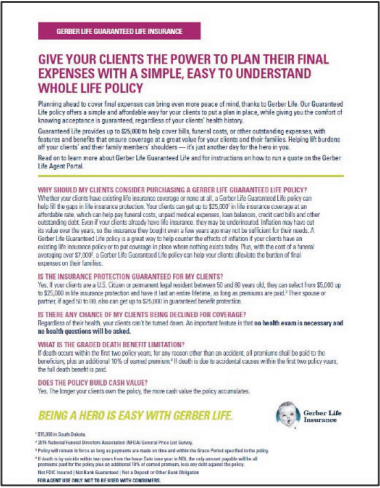


GUARANTEED LIFE MARKETING MATERIALS



SALES PROPOSAL

Contains quote information and product details. Customized sales proposal is accessible through the quoting function of Gerber Life’s Agent Portal.



AGENT REFERENCE GUIDE

Accessible on Gerber Life’s Agent Portal, provides product details and instructions for using Gerber Life’s Portal.

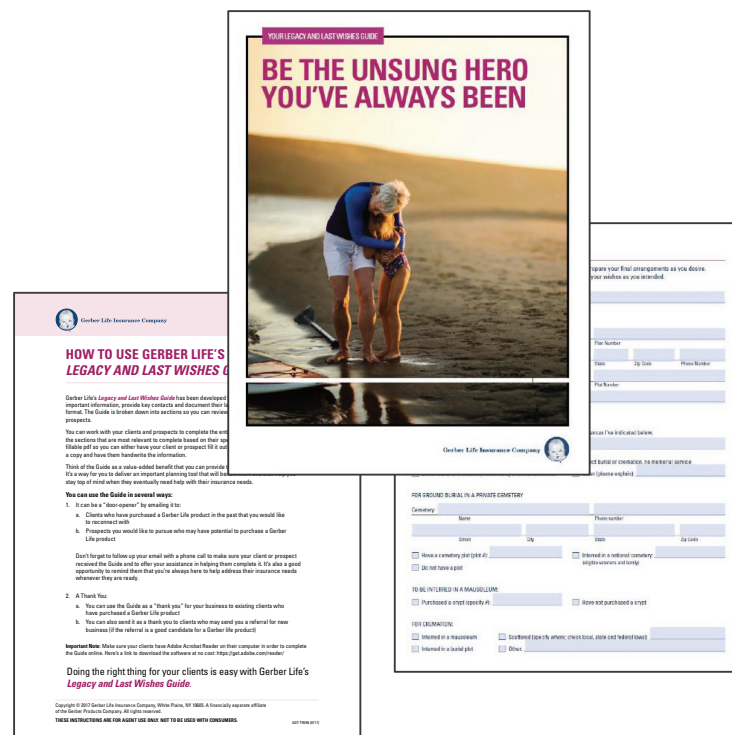


CONSUMER BROCHURE

Handout for clients that explains the Gerber Life Guaranteed Life product. Accessible on Gerber Life’s Agent Portal.



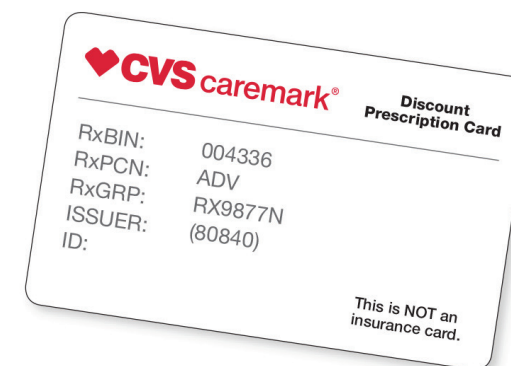
GUARANTEED LIFE - COMPLEMENTARY MARKETING MATERIALS



LEGACY AND LAST WISHES GUIDE

Accessible on Gerber Life's Agent Portal. Guide can be given to clients and prospects to help them organize important financial information, provide key contacts, and document their last wishes in an easy-to-use format.

The “How to” Instruction sheet provides handy tips for agents on how and when to use this guide with clients and prospects.



CVS CAREMARK CARD

Every Guaranteed Life client will receive a CVS Caremark Card in their Gerber Life Guaranteed Life policy kit. This card is good at over 67,000 pharmacies nationwide and can be used for immediate savings off the regular retail price of many prescription drugs. You can also download the CVS Card from the Gerber Life Agent Portal.



SUBMITTING BUSINESS ON GERBER LIFE'S AGENT PORTAL

- Agents can run a quote by logging into either the Agent Portal or our mobile App, Agent Zone, and clicking on **Guaranteed Life**.
- Business can be submitted either by using a paper application or by submitting an e-application through Gerber Life's Agent Portal, for faster submission and processing.
- For more detailed instructions, please refer to the **Guaranteed Life** Agent Reference Guide.





GERBER LIFE GUARANTEED LIFE *BEING A HERO IS EASY WITH GERBER LIFE*

Questions?

Contact your General Agent or call the
Gerber Life Agent Call Center at: 1.800.428.4947

Guaranteed Life is issued in all states except MT. Exclusions and limitations can vary by state.
Please refer to the policy for limitations and exclusions that may apply.
Policy Form ICC12-GWLP and Policy Form Series GWLP-12
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AGT-GL011 (0318)