

SMART

Universal Life
Insurance

For mortgage protection



Meet Justin

- A 43-year old married male
- Purchasing a new home with his spouse and will have a 30-year joint mortgage

His Challenge

- Has term mortgage insurance but is concerned it may not be enough for future needs

His Solution¹

- He purchases \$175,000 of SMART UL² medically underwritten life insurance with a monthly premium of \$154.38 which provides:

| | Age 65 | Age 73 |
|---------------------------|-------------|-------------|
| Cumulative Premiums | \$40,756.32 | \$55,576.80 |
| Non-Guaranteed Cash Value | \$41,593 | \$67,236 |
| Guaranteed Cash Value | \$15,340 | \$3,307 |

Built-in benefits at no extra cost:

Foresters Accelerated Death Benefit Rider³

- Provides coverage for one or more of chronic, critical, terminal illness.

Product Positioning

- Includes a 10-year No-Lapse Guarantee⁴
- When he turns 73 and the mortgage is paid-off, he has flexibility to adjust his coverage if his needs change
- He can also take out loans⁵ or partial withdrawals to supplement his retirement income
- Premium flexibility allows him to contribute additional funds to grow the cash value

Plus, he will have access to Foresters FinancialTM unique member benefits⁶

Everyday Money

At Foresters Financial, we believe that your clients deserve a financial partner that will help them prosper. As a member, Justin will have access to valuable advice.


Access to a personalized and confidential financial helpline with accredited counselors who can answer questions about:

- Household budgeting
- Dealing with unexpected expenses
- Setting aside an emergency account

Other member benefits include Foresters Competitive Scholarships that may be available to children and grandchildren, Legal *Link*, fun family events and many more.

Expand your business with Foresters SMART UL today!
Call Foresters Sales Support

866-466-7166 option 1



Universal life insurance: A flexible option for mortgage protection

43% of consumers say
the top reason for owning life
insurance is to help pay off a
mortgage.⁷

More details about Justin

- Justin is part of a group of middle-income Americans who are under 50 and don't have children
- They tend to live in smaller towns across the country and live in homes they chose for affordability⁸
- At the moment, Justin's home is the main asset in his financial portfolio but he would like to diversify eventually
- Justin and his spouse are concerned about their financial future and they're looking for straightforward advice and practical products
- They are active members of local community organizations

Start a conversation

Potential customers like to feel that you understand their unique needs. In Justin's case, you may ask leading questions to get him to open a discussion:

- Congratulations on your decision to purchase a home. Is this your first time buying a house?
- Do you have any financial concerns regarding this purchase?
- Let's make sure you're covered. If you were to lose your income, would your partner be able to pay the mortgage and maintain your current lifestyle?
- Here's a solution that can offer the protection you need. Do you know that you can access cash values in a universal life policy to help pay for a mortgage?
- What are your financial plans for the future? How do you plan to retire?
- Your needs will change throughout your life. Do you know that you have options to adjust your coverage with Foresters SMART UL?

Do more for your clients

Online (email, social media, websites) and direct mail are effective ways to reach this market.⁹ Networking is also important as many look for recommendations from family and friends.⁹

People in this group are active members of local community organizations so they might be interested in Foresters Community Grants. Members can apply for grants of up to \$2,500 for projects that make a difference in their community.

More helpful resources

Check out and share these articles and more from our blog, Lifenotes:

- Estate planning: not just for the wealthy¹⁰
- Doing more: volunteers help families prepare for emergencies¹¹
- 3 really smart things to do with your tax return¹²

Selling features of Foresters SMART UL

- Premium flexibility
- Non-Medical¹³ available up to \$400,000
- Non-Medical as low as \$10,000 for juveniles ages 0-15 and minimum premium starting at \$17/month
- Medical as low as \$100,000 for ages 16-70
- Face Amounts starting as low as \$25,000
- Currently crediting 5.85% non-guaranteed interest rate¹⁴
- 3% Guaranteed Minimum Interest Rate
- Minimum Premium 10-Year No-Lapse⁴ Guarantee
- Tax-deferred cash value build-up¹⁵

Plus e-App¹⁶ for your non-medical business

- Simplified and accelerated processing
- No wet signatures
- Touch-to-Sign for Apple iPads...sign by finger or stylus
- ClickWrap for laptop/desktop or iPads
- Point-of-sale (POS)¹⁷ decisions by e-mail in less than 10 minutes

Optional Riders¹ for added protection for Justin

| | |
|------------------------------------|---|
| Disability Income Rider | Provides a monthly income for up to 2 years (for 2 separate incidents) if the insured becomes totally disabled within 180 days of the injury (90-day elimination period). |
| Waiver of Monthly Deductions Rider | Waives the monthly deduction as long as the insured is totally disabled and unable to work. If disability begins before age 60, waiver continues even after the rider expires, if total disability is continuous. |
| Accidental Death Rider | Provides a maximum benefit of \$300,000 in case of death caused by an accidental bodily injury. |

Value added Riders¹ that sets Foresters apart from the competition

| | |
|---------------------------------------|---|
| Common Carrier Accidental Death Rider | Provides an additional death benefit if the insured dies of accidental injuries that occur while riding as a fare-paying passenger on a common carrier, such as a bus or train. |
| Family Health Benefit Rider | Pays a benefit for family health expenses that may occur as a result of natural disasters, such as hurricanes, tornadoes and earthquakes. |

For Producer Use Only

¹ Foresters products and their riders may not be available or approved in all states and are subject to eligibility requirements, underwriting approval, limitations, contract terms and conditions and state variations.

² Assumes standard, non-tobacco medical underwriting with a non-guaranteed interest rate of 5.85%, solving for a target cash surrender value of \$1,000 at age 100. The benefits and values shown are neither guaranteed nor estimated for the future except for those items clearly labeled as guaranteed. The example assumes that the non-guaranteed elements will continue unchanged during the life of certificate. This is not likely to occur as the assumptions on which they are based are subject to change. The actual results may be more or less favorable and are expected to vary from this example.

³ Accelerated Death Benefit Rider is subject to the terms of the applicable state rider, including definitions of chronic, critical and terminal illness. State variations and product limitations may apply. ABR is currently not available in CA and CT. **This product is a life insurance policy that accelerates the death benefit on account of chronic illness and is not a health insurance certificate providing long term care insurance subject to the minimum requirements of New York Law, does not qualify for the New York State Long Term Care Partnership Program and is not a Medicare supplement certificate.** Receipt of the accelerated death benefits may affect eligibility for public assistance programs and may be taxable.

⁴ The certificate will not lapse if, on each monthly anniversary during the 10-year period, the sum of the premiums paid is at least equal to the sum of the minimum premium on the issue date plus the minimum premium on each monthly anniversary from the issue date, including the current monthly anniversary, plus the total of all withdrawals as of the current monthly anniversary. Changes to the face amount, insurance class, rating class, rider benefit amount(s) or the addition or deletion of a rider will change the minimum premium.

⁵ Can be taken if the certificate is in effect and has a positive cash surrender values. Interest is charged daily at current Foresters US variable loan rates. Death benefit payable is net of the outstanding certificate loan amount(s) (including accrued interest). If the loan amount exceeds the cash value plus the present value the certificate will terminate.

⁶ Foresters Financial member benefits are non-contractual, subject to benefit specific eligibility requirements, definitions and limitations and may be changed or cancelled without notice.

⁷ 2015 LIMRA Barometer Study.

⁸ Nielsen PRIZM Premier Segment Narratives: The Nielsen Company, November 2015.

⁹ LIMRA: Demystifying the Middle Market, May 2014.

¹⁰ <http://blog.foresters.com/estate-planning-not-just-for-the-wealthy>

¹¹ <http://blog.foresters.com/helping-families-prepare-emergencies/>

¹² <http://blog.foresters.com/what-should-i-do-with-my-tax-refund/>

¹³ Insurability depends on the answers to medical and lifestyle questions and an underwriting review based on underwriting requirements and guidelines.

¹⁴ Non-guaranteed interest rate on cash value as of October, 2016. Subject to change.

¹⁵ Foresters Financial, their employees and life insurance representatives, do not provide, on Foresters behalf, legal or tax advice.

¹⁶ Currently available only through the iPipeline iGO e-App platform. E-App is not available in MA, NY and VT. Use existing paramed process where e-App is not available.

¹⁷ POS will be unavailable Mondays-Saturdays from 2:00 a.m. to 6:00 a.m. and from Saturday 10:00 pm to Sunday 10:00 a.m. (EST).

Products underwritten by The Independent Order of Foresters.

Apple, iPad, and all other brands are registered trademarks of their respective owners.