



SAFEGUARDING THE MOST IMPORTANT THING TO
YOUR LOVED ONES.

Protect What Matters Most



Life Insurance

Investment and Insurance Products:

Not Insured by FDIC, NCUSIF, or Any Federal Government Agency. May Lose Value. Not a Deposit of or Guaranteed by Any Bank, Credit Union, Bank Affiliate, or Credit Union Affiliate.



Prudential

The Prudential Insurance Company of America

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ABOUT THIS BROCHURE

Your financial professional can provide you with a detailed illustration that includes additional information and important considerations about this strategy. In fact, the best way to understand how this life insurance strategy works is with the help of a financial professional and a policy illustration. An illustration can show you the effects of various interest crediting rates on your policy and the strategy, and a financial professional can explain solutions and help assess what strategy best meets your needs.

You have insurance
to protect your
house, your health,
and your car.

ARE YOU PROTECTING WHAT MATTERS MOST TO YOUR LOVED ONES ... YOU?

Earning a living to provide for your loved ones is why you get up and go to work every day. What would happen if you were not around to do all the things you do and make sure they could still afford their home, school costs, and future dreams and goals?

THE IMPORTANCE OF LIFE INSURANCE

Life insurance can help. Only life insurance can provide a generally income-tax-free death benefit (according to IRC §101(a))—money that can help ensure your loved ones will be able to maintain their current standard of living and fulfill plans for the future.

To fully understand the value of life insurance, first determine the financial support that you provide your loved ones over time.

What financial value can you place on your life?

YOUR SALARY ... WHAT IS ITS TRUE VALUE TO YOUR FAMILY?

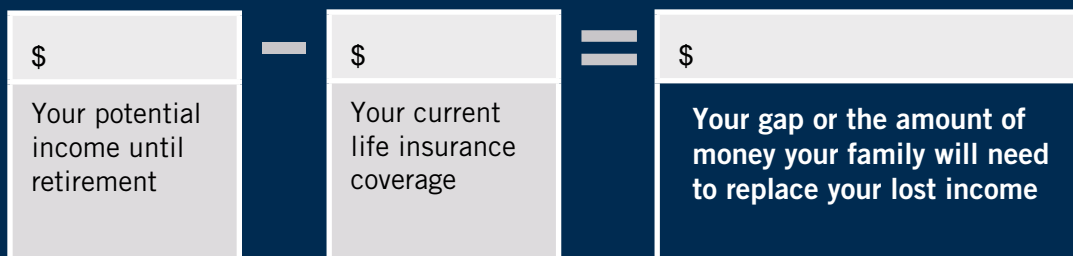
YOUR ABILITY TO EARN A LIVING IS ONE OF THE BIGGEST ASSETS YOUR FAMILY HAS.

CURRENT ANNUAL INCOME	YOUR SALARY EARNED UNTIL RETIREMENT (YEARS TO PROVIDE INCOME)			
	40	30	20	15
\$200,000	\$3,619,145	\$3,060,162	\$2,315,284	\$1,854,548
\$150,000	\$2,714,359	\$2,295,121	\$1,736,463	\$1,390,911
\$100,000	\$1,809,573	\$1,530,081	\$1,157,642	\$927,274
\$80,000	\$1,477,658	\$1,224,065	\$926,114	\$741,819
\$65,000	\$1,176,222	\$994,553	\$752,467	\$602,728
\$50,000	\$904,786	\$765,041	\$578,821	\$463,637

These present value calculations assume annual paychecks at the beginning of the year, increased by 3% inflation, reduced by taxes of 25% (federal, state, and Social Security), and discounted at 6% after tax. For example, to provide \$100,000 a year for 40 years, assuming a 3% increase in salary, an overall tax rate of 25%, and an investment rate of 6% after taxes, would require a cash account today of \$1,809,573.

IF YOU'RE NOT HERE, HOW WILL YOUR FAMILY REPLACE THIS LOST INCOME?

Is there a gap between your lifetime salary and the amount of insurance coverage you have? The gap is the amount of money your family will miss if you're not around to earn a living to provide for them.



CLOSING THE GAP MAY BE EASIER THAN YOU THINK.



PROTECT WHAT MATTERS MOST

Life insurance can help.

LIFE INSURANCE CAN HELP REDUCE THE FINANCIAL BURDEN TO YOUR FAMILY BY:

- ▶ Providing the means to help them stay in their home, school district, and community.
- ▶ Enabling education and retirement goals to stay in place.
- ▶ Making it possible to maintain their current standard of living.

Is fear holding you back?

Sixteen percent of consumers — 41 million Americans — say they need life insurance coverage but don't have it.*

If fear of the discussion or of the costs is holding you back from getting the life insurance protection your family needs, talk to a financial professional. He or she can explain the types of insurance and help you find the policy or policies that fit your budget.

Take a look at the balanced solution on the next page. It shows how you can easily blend types of insurance to address your needs.

**Source: LIMRA, Facts About Life 2020 (latest available).*



A BALANCED SOLUTION

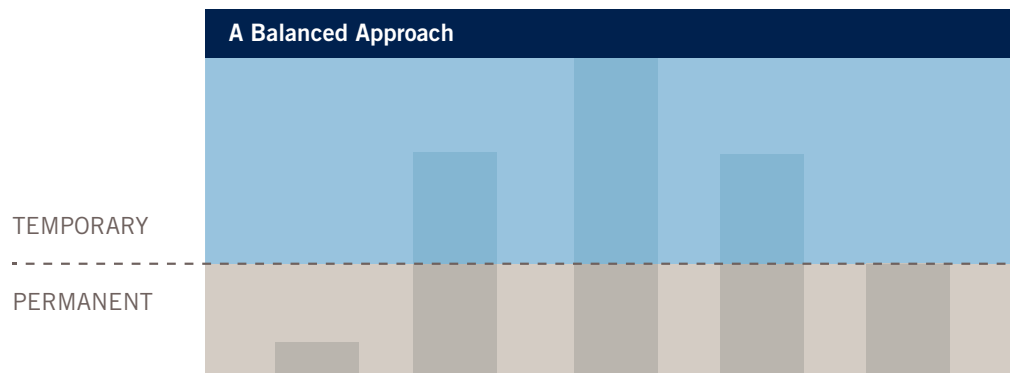
Blend Term and Permanent Insurance.

THE BENEFIT OF BALANCING TEMPORARY AND PERMANENT INSURANCE

Using both types of policies can address challenges concerning coverage and budget:

- ▶ You have greater protection only while you need it.
- ▶ You're not paying for what you don't need.

Permanent insurance can provide a base of protection, while term insurance acts as a supplement during times of greater need. A balanced solution lets you address your immediate and future needs without delaying your purchase of permanent insurance.



ADVANTAGES OF A BALANCED APPROACH

- ▶ **Combining term and permanent policies can be less expensive:** It generally costs less to blend term and permanent coverage than to buy a permanent policy alone for the same amount of coverage or to buy a new term policy later in life when it will be more expensive. Plus, both types of insurance are usually less expensive the younger and healthier you are when you purchase them.
- ▶ **Securing coverage:** Your insurability is “locked in” with the permanent coverage. If your health declines, you’ll still have valuable life insurance protection in place at a time when the cost of a new policy may be prohibitive or you could be unable to qualify for a new policy.
- ▶ **Ease of conversion:** If you need more permanent insurance at a later time, you may be able to convert part or all of your term coverage to permanent, without another medical exam.
- ▶ **Supplement your income:** In addition to the death benefit, some permanent policies potentially accumulate cash value, which can be used to supplement your income.¹ (Accessing your policy’s cash values can have consequences. See endnote 1 on the back cover for important information.)

Work with your financial professional to find the right type and amount of life insurance for your needs. Together, you can find the right balance for your life.

A FINANCIAL LEADER FOR OVER 145 YEARS

Prudential Financial is a worldwide financial leader with a long tradition of serving the public interest. Prudential Financial has approximately 50 million customers. The well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time.



¹Life insurance policy cash values are accessed through withdrawals and policy loans. Interest is charged on loans. In general, loans are not taxable, but withdrawals are taxable to the extent they exceed basis in the policy. Loans outstanding at policy lapse or surrender before the insured's death will cause immediate taxation to the extent of the gain in the policy. Unpaid loans and withdrawals reduce cash values and policy benefits and negate any guarantee against lapse. For policies that are Modified Endowment Contracts (MECs), distributions (including loans) are taxable to the extent of income in the policy; an additional 10% federal income-tax penalty may apply. Consult your tax advisor for advice about your own situation.

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We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

Investment and Insurance Products:

Not Insured by FDIC, NCUSIF, or Any Federal Government Agency. May Lose Value. Not a Deposit of or Guaranteed by Any Bank, Credit Union, Bank Affiliate, or Credit Union Affiliate.