



Life Insurance

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PROTECTION OR GROWTH? YOU CAN HAVE BOTH!

Do your eyes glaze over when the topic of life insurance comes up? Do premiums for the protection turn your stomach? My guess is yes and yes. I can ask why, but after 33 years in this business I know the answer.

The topic of death is unpleasant and no one wants to pay for a benefit they'll likely outlive. But, the protection is vitally important. So, how do we adjust the mindset? By adjusting the product!

If you purchase term life insurance, you'll likely outlive your coverage. That means you've paid for a benefit your family didn't get. Yes, you had the protection, but reality is you'll pay premiums for many years and your family will have no benefit to show for it.

What if you needed to maintain protection after the term expired? What if you simply wanted to? Chances are you'd need to requalify and frankly, very few of us get healthier as we age. So you'd be forced to revisit this unpleasant topic when you are older (which means more money) and less healthy (which means even more money).

What if you could get this protection and grow at the same time? With pure Whole Life, you can have both.

The unpleasant aspects of life insurance are avoided when you own whole life. It's own versus rent. It's permanent versus temporary. It's growth versus cost. And it's good for your whole life. That means you

never need to revisit this, unless additional needs arise.

In addition to the death benefit, you accumulate a cash value that is not subject to market risk. Your cash value is guaranteed and you share in the profits of the insurance company in the form of dividends. Values, including the death benefit, grow keeping pace with inflation. There's no taxation on gains that remain in the policy...and so much more.

Generally, people don't complain about making deposits to a savings plan or contributing to their retirement plan. Why not save and grow in your life insurance plan? Look at Whole Life as a savings plan that you are systematically making deposits in to. The death benefit is a bonus.

No one brags about their term life insurance. But, Whole Life offers ownership, growth, permanent, guarantees, and many different aspects of protection - not just death. Now, that's something to brag about.

Since 1985, Ed Gaelick, CLU, ChFC, has helped people protect their families, their assets, their businesses and their employees. He specializes in life, disability and long term care insurance, employee and executive benefits. Ed has exceptional knowledge, integrity and a commitment to being relevant to his clients. Throughout his career, he has received many of the highest professional honors awarded in the insurance industry and is the go to insurance expert for various organizations.

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