



Gerber Life  
Insurance Company

# Gerber Life Guaranteed Life Product/Sales Training

Guaranteed Life Insurance  
Addressing important **funeral and final**  
expenses for adults ages 50 to 80



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Guaranteed Life is issued in all states except MT. Exclusions and limitations can vary by state.

Policy Form Series ICC12-GWLP and GWLP-12.

NOT FDIC INSURED | NOT BANK GUARANTEED | NOT A DEPOSIT OR OTHER BANK OBLIGATION

# Easing the Burden of Final Expenses

The last thing a family needs to worry about is how they are going to pay final bills!

Burial expenses alone can cost from \$7,000 to \$10,000.\* The Gerber Life Guaranteed Life policy provides cash value that can help cover a number of final expenses, including:

- Funerals
- Medical bills
- Emergencies
- Any leftover debts
- Other final debts



\*Federal Trade Commission. "Funerals: A Consumer Guide," June 2010.

# The Need for Guaranteed Life Insurance is Strong

- The population 65 and over has increased from 35 million in 2000 to 40 million in 2010 (a 15% increase) and is projected to increase to 55 million by 2020 (a 36% increase).\*
- By 2030, there will be about 72.1 million older persons (age 65 and over), over twice their number in 2000.\*
- Persons reaching age 65 have an average life expectancy of an additional 18.8 years (20.0 years for females and 17.3 years for males).\*
- A 2008 AARP poll on directives and pre-plans showed:
  - 70% of those between 50-59 have not completed a final plan
  - Almost 60% for those age 60+ have not completed a final plan
- One-time Social Security death benefit is only \$255 (if eligible)\*\*

\* *A Profile of Older Americans: 2011*, U.S. Department of Health and Human Services, Administration on Aging, February 2012.

\*\* Social Security Administration Web site: [www.ssa.gov](http://www.ssa.gov)



# Product Overview

- Issue Ages 50 – 80 (age last birthday)
- Face Amounts of \$5,000 to \$25,000\* available
- Premium Modes:
  - Monthly
  - Quarterly
  - Semi-Annually
  - Annually
- Payment Options:
  - ACH – Discount up to 8%
  - Credit Card – Visa and MasterCard
  - Direct Bill

\* Maximum face amount is \$15,000 in South Dakota



# Guaranteed Life Specs At-a-Glance

Description	Guaranteed Whole Life Coverage that can be used for Funeral/Final Expenses
<b>State Availability</b>	Available in most states. Not available in MT.
<b>Issue Ages</b>	50–80, <b>at last birthday.</b>
<b>Policy Size</b>	\$5,000 minimum amount to \$25,000 maximum amount at issue (total of all combined Gerber Life Guaranteed Life and Guaranteed Life Plus policies is \$25,000).
<b>Cash Value</b>	Plan builds cash value.
<b>Death Benefit</b>	Graded Death Benefit (DB) in first 2 policy years. During graded period, Non-Accidental DB equals return of premium paid plus 10%; Accidental DB at any time equals full face amount.*  All death benefits will be paid as a lump sum. Full Graded Death Benefit details outlined on slide 6.
<b>Grace Period</b>	31-days starting on premium due date (60 days in CA), in which owner may pay overdue premiums.
<b>Underwriting</b>	None—Guaranteed Issue.
<b>Modal Payments</b>	Monthly, Quarterly, Semi-Annual and Annual. ACH ( <b>up to 8% discount</b> ) and Credit Card available.
<b>Free Look</b>	30-day free look period beginning 3 days after 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. The maximum face amount is \$15,000 in South Dakota.

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

# Policy Highlights

If your client is between the ages of 50 and 80. . .

- Approval is Guaranteed\* – Regardless of Your Client's Health
  - No health questions on the application
  - No medical exam
- Premiums Never Increase
  - Premiums guaranteed to never increase as long as all premium payments are made
- Lifetime Insurance Protection
  - As long as the premiums are paid, regardless of the insured's age or health
- Provides Cash Value in an Emergency
  - Your client can borrow against the cash value in the policy, as long as premiums are paid

\* Maximum amount of all combined Gerber Life Guaranteed Life policies is \$25,000.

# How is Approval Guaranteed?

Gerber Life's guarantee to accept all 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 10% interest 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



# Potential Client Profile

Gerber Life's Guaranteed Life policy is designed for adults who:

- Want to provide funds to help loved ones pay for final expenses and funeral costs
- Are looking for guaranteed acceptance, regardless of health
- Want affordable guaranteed premium rates and an easy application process





# Sample Monthly ACH Rates\*

Face Amount	50 Year Old		60 Year Old	
	Male	Female	Male	Female
<b>\$5,000</b>	\$19.66	\$14.53	\$28.78	\$23.70
<b>\$7,000</b>	\$27.16	\$19.97	\$39.93	\$32.81
<b>\$10,000</b>	\$38.41	\$28.14	\$56.65	\$46.48
<b>\$15,000</b>	\$57.15	\$41.75	\$84.52	\$69.25
<b>\$20,000</b>	\$75.90	\$55.37	\$112.38	\$92.03
<b>\$25,000</b>	\$94.65	\$68.98	\$140.25	\$114.81

Face Amount	70 Year Old		80 Year Old	
	Male	Female	Male	Female
<b>\$5,000</b>	\$44.41	\$34.83	\$110.92	\$76.54
<b>\$7,000</b>	\$61.81	\$48.40	\$154.92	\$106.79
<b>\$10,000</b>	\$87.91	\$68.75	\$220.92	\$152.17
<b>\$15,000</b>	\$131.40	\$102.67	\$330.92	\$227.79
<b>\$20,000</b>	\$174.90	\$136.58	\$440.92	\$303.42
<b>\$25,000</b>	\$218.40	\$170.50	\$550.92	\$379.04

\* Rates as of December 2012. Monthly rates include a \$1.00 policy fee and a discount for ACH payment (preauthorized checking). Please refer to the policy for limitations and exclusions that may apply. The maximum face amount is \$15,000 in South Dakota.