

Do You Have the Right Kind?

Life insurance: What kind is right for you?

When you chose Protective Life as your insurance provider, you bought solid protection at an affordable price. Your term life policy provides stability for those you love, in the event of your passing.

But while term was right when you purchased your policy, you should think about what happens after the initial term period expires. Coverage may end, or become too expensive to continue. At the same time, many people still need protection. So now is a good time to ask yourself, “Do I have the right kind of life insurance to meet my needs now and in the future?” One way to answer that is to analyze your needs and identify whether they are temporary or permanent.

TEMPORARY NEEDS	PERMANENT NEEDS
Paying off your mortgage	Providing income replacement
Ensuring an education	Taking care of final expenses
Providing child care	Establishing an emergency fund

Good news: Term can become permanent

At Protective Life we understand how life changes. We built our term life products to be convertible, which means you are guaranteed the opportunity to convert your term insurance to a permanent policy.¹ You can even convert a portion of your term policy to get a balance of term and permanent insurance that meets your changing needs.

Why convert?

- To get permanent protection that will last your entire life.
- To pay guaranteed level premiums for the duration of your life.
- To avoid the higher premiums associated with term insurance purchased at older ages or the increase in premium amount after the initial term period.
- To build tax-deferred cash values under current tax law for retirement, education, or anything you choose

Converting is easy

- During the conversion period, you are guaranteed to convert without evidence of insurability— that means no medical exam.

Additional information on next page.

Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured May Lose Value



Find out if you may need permanent life insurance coverage. Many people do!

1. Do you have existing term coverage?
2. Do you want to be sure there are funds to help cover final expenses and income for a surviving spouse even after your policy’s term ends?
3. Will you continue to have a mortgage or other substantial debt, such as a car loan or credit card debt, when your term policy ends?
4. Is there a possibility you may move, change jobs or have other significant life changes over the next several years that may affect how long you need life insurance protection?
5. Would you prefer to keep your life insurance premiums level as time passes?
6. Do you want your life insurance to be able to do more things than just provide a death benefit?

If you answered ‘yes’ to three or more questions, now might be a good time to assess your needs for permanent coverage.



Has your lifestyle changed since you last purchased life insurance?

- Have you bought a home?
- Increased your income?
- Changed jobs?
- Had a child?
- Increased your net worth?

PERMANENT	TERM
Fixed premiums	Lowest initial cost
Guaranteed coverage for life ² as long as premiums are paid	Coverage is not permanent
Cash value accumulation	More coverage per dollar

If key financial facts have changed since you last bought life insurance, now is a really good time to ask yourself, do I have the right kind? Permanent life insurance may be right for you.

The Protective Way

Delivering what's promised. 100 years and counting.

Other companies talk about values. But with us it's more than a slogan. In fact, our core principles—value, integrity and strength and stability—inform everything we do, from our business model to the design of our products.

Simply put, we believe in doing the right thing in every action and decision, large and small. We're careful about the promises we make—and make sure we deliver on them. It's how we continue to build trust and relationships that last.

¹ Convertible to a permanent plan that we make available without evidence of insurability through the following policy years: Passport 10 - year 5; Passport 15 - year 10; Passport 20 - year 15; and Passport 30 - year 25.

² To age 121.

Insurance products are offered through PLICO in all states except New York where products are offered through PLAIC. Both companies located in Birmingham, AL.

Protective and Protective Life refer to Protective Life Insurance Company (PLICO) and its affiliates, including Protective Life and Annuity Insurance Company (PLAIC).

