

Information from Financial Services and CFS* to help keep your financial life in balance

Consumer Sense



LIFE INSURANCE
AWARENESS MONTH

WHY TO LIFE INSURANCE?

These are unsettling times. Over the past year, almost every pillar of our financial security has been shaken, one by one. The bursting of the real estate bubble, the precipitous decline in the stock market, a rapid spike in job losses. Now more than ever, Americans are searching for ways to maintain basic financial security. One source of financial security still stands strong, however, and that's life insurance. It continues to do what it was designed to do – serve as the foundation of your family's financial security.

Almost everyone knows they need life insurance, but almost no one wants to buy it. That's understandable. No one likes to think about dying, so we procrastinate, make excuses, or hope that we'll be one of the lucky ones that lives a long life. But what if you're

not one of the lucky ones? What if you haven't planned properly? Life Insurance won't guarantee you'll never face a tragedy, but it will provide your family with financial protection.

Who Needs Life Insurance?

You're Married

Most families live on two incomes – Could your family survive on a single income?

You're a Single Parent

As a single parent, you're #1 on all counts. Nearly 60% of single parents have no life insurance. With so much responsibility you need to make sure you have life insurance to protect your children's financial well being.

The Kids Are Gone

If you died today, your spouse will still have daily living expenses. Does your current financial plan enable your spouse to maintain the lifestyle you worked so hard to achieve?

You're Retired

Did you know that depending on the size of your estate, your heirs could be hit with a large estate tax after you die. The proceeds of a life insurance policy are payable right away so your heirs won't have to liquidate assets to pay final expenses.

You're Single

Most single people don't need life insurance, but there are some exceptions; some single people may be providing support for aging parents or siblings. Others may be carrying significant debt that they don't want to pass along.

Who Can Help Me?

With the myriad of choices it may be difficult to determine which is right for your situation. It may be helpful to sit down with a financial professional who may assist in evaluating and explaining your options. Possibly the best place to begin your search is at your local credit union.

Source: * <http://www.lifehappens.org/> "Insurance Fundamentals" Life and Health Insurance Foundation for Education

Have You Read...

PREPARING FOR THE FUTURE

Questions and Answers on Life Insurance: The Life Insurance Toolbook by Anthony Steuer. An easy-to-use life-insurance guidebook. Chartered Life Underwriter (CLU) Steuer notes that life insurance is "one of the least exciting topics to think about," and here he offers a painless reference book to that gray world.

Find out more.

We specialize in helping people maintain a healthy financial balance and discover smart money strategies. Call us to set an appointment to review your investment objectives, and to discuss any questions you might have. We look forward to speaking with you!



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