

# Moms know all about protecting families

But do you know how important it is for you to have your own life insurance?



## Whether you're a busy stay-at-home or working mom, you've got a lot on your plate.

It means you're also a caretaker, teacher, chef, housekeeper, referee, counselor, EMT and chauffeur just to name a few. While there's no way to replace you if something happened, you can make sure your loved ones' needs are met financially with your own life insurance policy.

## Why do stay-at-home moms need life insurance?



A life insurance policy would provide money necessary to cover the multitude of jobs you do. For instance, the average cost of childcare is over \$9,000 per year, and a housekeeper averages \$26/hour.



A surviving spouse or partner would need to keep working and potentially take a significant amount of time off. There would be no way to juggle all the responsibilities you manage.



The value of a mom in 2021 averages **\$162,581 per year**.<sup>1</sup> An affordable policy with a tax-free death benefit could help cover expenses, providing peace of mind to your family if the unthinkable were to happen.

## Talk with an advisor today to get a free quote

You may even be surprised by your quote — on average, women often pay less or get more coverage for the same amount.

**A licensed agent or financial professional can find coverage options that fit you and your budget so you can get the protection your family needs.**

<sup>1</sup>Statistic from salary.com

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