



# Does your financial plan include life insurance?



# 46%

of Americans say they have put off purchasing the life insurance coverage they know they need.<sup>1</sup>

It's easier and less expensive than you may think to get started with life insurance protection. Let's look at some common expenses to help determine how much coverage is enough.

## Maintaining your family's lifestyle



The average mortgage debt in 2021 is

**\$229,242.<sup>2</sup>**



Annual income

**X** Years to support your family

**= Income need**



**7-10x**

income needed to keep the household running without the mortgage

## Caring for your children



**\$284,570**

The average cost to raise a child from birth of age 17<sup>3</sup>



**\$203,080 Private**

The average cost of funding a 4-year college degree<sup>4</sup>



**\$28,964**

The average cost of a wedding in 2021<sup>5</sup>



**\$14,000 Dog**

**\$12,000 Cat**

The lifetime cost of a pet excluding health related expenses<sup>6</sup>

## Wiping the slate clean



**\$39,341**

The average student loan debt in 2021<sup>2</sup>



**\$7,413**

The average credit card debt<sup>2</sup>



**\$20,504**

The average auto loan or lease in 2021<sup>2</sup>

Live life knowing your family's future is protected



Count on affordable life insurance options to help protect your family's financial future. Our electronic applications make it easy to get started.



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For information on how the right products and options can meet your needs, contact your Financial Professional.

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- 1 Consumer study of life insurance perceptions, LIMRA and Life Happens, January 2021
  - 2 State of credit 2021, Experian, September 2021
  - 3 The Cost of Raising a Child, USDA, February 2020
  - 4 Trends in College Pricing 2020-2021, The College Board, October 2020
  - 5 Brides American Wedding Study, Brides, February 2020
  - 6 How much does it cost to own a dog & cat? Pet Coach, November 2021

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