

# Looking for life insurance that's affordable and has growth potential?



## LIFE INSURANCE. FOR WHAT REALLY MATTERS.

Life insurance is designed to take care of the people you love after you are gone, while offering the potential for cash value accumulation while you're alive, to help you be prepared to face the unexpected.

## Discover PruLife Essential UL

PruLife Essential UL<sup>®</sup> is an affordable universal life insurance policy that's easy to own. It's a simple way to have the protection you need; plus, it offers the potential to accumulate tax-deferred cash value over time. Daily interest crediting allows for steady cash growth potential that's not tied to fluctuating markets. And the policy can be tailored to fit with your personal circumstances, with living benefit options that you can add ... or skip.

## Why Essential UL?

A PruLife Essential UL policy can be a smart choice if you are looking to:



### Leave an income tax-free legacy

The policy's tax-free death benefit can keep your family in their home, help children and grandchildren get the start they need to be successful, and give the people you love a sense of stability as they face a future without you.\*



### Gain an additional source of money in case of an emergency

You'll have access to your policy's cash value through withdrawals. You can also have access to the cash value through typically income tax-free loans.



### Help ease financial concerns related to chronic or terminal illnesses

The optional living benefit can help provide relief to you and your family by accelerating, or advancing, the death benefit if you become terminally ill. Or, at an additional cost, the BenefitAccess Rider (BAR) accelerates the death benefit if you become chronically or terminally ill. Subject to the terms and conditions of the rider.



### Reposition assets

You can move money from other sources earmarked for legacy planning to help manage exposure to market volatility.



### Plan for the future of your business

The policy can help you protect your business against the loss of a key person, fund executive bonuses, arrange a buy/sell agreement, or equalize your estate to those not inheriting the business.

\* Per IRC §101(1)(a) – Death benefit proceeds typically received income tax-free.

**NOT FOR USE IN CA.**

1067645-00001-00 Ed. 04/2023

# MEET MARIA

a 55-year-old interior designer

Maria recently lost her father to a chronic illness and is concerned about expenses in retirement. She also fears that one day she may experience financial instability after becoming chronically ill. She currently has a term policy that will expire soon, that doesn't offer cash accumulation, and that doesn't address her concerns.

Maria is looking for a way to replace the term policy with an alternative that can address her needs and concerns, so she meets with her financial professional.

Maria's advisor structures a policy for her where she doesn't have to worry about paying premiums in retirement. She purchases an Essential UL life insurance policy that has a \$250,000 death benefit and includes the BenefitAccess Rider. She makes a premium payment of \$12,008 annually for 10 years.\* At age 65, her policy will have accumulated enough cash for her to stop making payments altogether, allowing her to allocate that money elsewhere.

\* Example based on a Female, age 55, Preferred Non-Tobacco, solving for \$250K of death benefit, inclusion of the BenefitAccess Rider, and paying premium for 10 years based on a 3.45% rate of return.



## HERE'S HOW MARIA CAN BENEFIT FROM HER PRULIFE ESSENTIAL UL POLICY:



In addition to her \$250K death benefit, with the no-lapse guarantee, she is covered through age 100, with the ability for her no-lapse period to extend to age 120. She'll be able to pass tax-free money to her heirs for the next 45 – 65 years.†



With the purchase of a BenefitAccess Rider, if she gets chronically ill, she can tap into her policy and receive up to \$5,000 a month to help while she is sick.‡ This will reduce her death benefit, but she can use the money when she needs it most—while she is living.



Through fixed cash accumulation that grows conservatively—not tied to variable or fluctuating markets—she has the option to borrow/withdraw from, or surrender, her policy and use the tax-advantaged payout while she is living.

**Who's Your Rock?** To learn more about PruLife Essential UL, speak to your financial professional.

This is an example for illustrative purposes; product and features are subject to state availability and may vary.

† Guarantees are based on the claims-paying ability of the issuing insurance company.

‡ Features and benefits may vary based on policy provisions and state.

The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Receiving benefits under the terms of the rider will reduce and may eliminate the death benefit.

PruLife Essential UL is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey; both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations. The contract number is ICC22-EULPR, EULPR-2022.

Benefits paid under the BenefitAccess Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex, and benefits may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a \$150 processing fee (\$100 in Florida). Please consult your tax and legal advisors before initiating a claim.

To qualify for chronic illness benefits, you (the insured) must be certified as chronically ill by a licensed health care practitioner and not be expected to recover from the condition. To qualify for terminal illness benefits, you must be certified as terminally ill by a licensed physician. Chronic illness claims will require recertification by a licensed health care practitioner. Other terms and conditions may apply. This rider is not Long-Term Care (LTC) insurance, and it is not intended to replace LTC. The rider may not cover all of the costs associated with chronic or terminal illness. It is a life insurance accelerated death benefit rider and is generally not subject to health insurance requirements. The availability of the rider as well as terms and conditions may vary by state.

This material is being provided for informational or educational purposes only and does not take into account the investment objectives or financial situation of any client or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing your retirement savings. If you would like information about your particular investment needs, please contact a financial professional.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company and do not apply to the underlying investment options. Policy guarantees and benefits are not backed by the broker-dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

We do not provide tax, accounting, or legal advice. Clients should consult their own independent advisors as to any tax, accounting, or legal statements made herein.

**Investment and Insurance Products:**

Not Insured by FDIC, NCUSIF, or Any Federal Government Agency.  
May Lose Value. Not a Deposit of or Guaranteed by Any Bank,  
Credit Union, Bank Affiliate, or Credit Union Affiliate.