



# HELLO OPPORTUNITY!

Are you aware of how BIG the life insurance market is?

Your clients need life insurance coverage, and many do not have enough. The sales potential for the underinsured life insurance market is large and also GROWING over \$340 billion per year, given current rates of population growth and inflation.<sup>1</sup>

**164**  
**MILLION**

Over **HALF** of Americans don't have life insurance.<sup>1</sup>

Over 60 million Americans don't have enough life insurance.<sup>1</sup>

**OVER 60**  
**MILLION**

Current sales potential of underinsured life insurance market.<sup>1</sup>

**\$12**  
**TRILLION**

New life insurance need entering the market each year.<sup>1</sup>

**\$340**  
**BILLION**

<sup>1</sup> LIMRA'S 2016 STUDY: TURN UP THE VOLUME- \$12 TRILLION SOUND OPPORTUNITIES. 2016 LIMRA OWNERSHIP STUDY

## READY TO GET YOUR SHARE?



**IT MAY BE CHEAPER,  
EASIER AND FASTER THAN  
YOU THINK.**

**8 in 10  
AMERICANS**

**Overestimate the  
true cost of life insurance.<sup>2</sup>**

<sup>2</sup> 2017 INSURANCE BAROMETER STUDY. LIFE HAPPENS AND LIMRA

**Our electronic options are  
easy to complete  
and fast to commission.**

**EASY and  
FAST!**

**Don't let this opportunity  
pass you by. Don't leave  
money on the table.**

Find out more at:



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