

BE A HERO TO YOUR CLIENTS WITH GERBER LIFE SIMPLIFIED SENIOR LIFE INSURANCE

With Simplified Senior Life Insurance from Gerber Life, you can make it easy for your clients to obtain life insurance protection that will last a lifetime. You can help your clients do the right thing today and be their hero tomorrow. Here's what the Gerber Life Simplified Senior Life Insurance Plan provides:

- Up to \$100,000 in permanent life insurance protection
- Issue ages are 50 to 80 years old
- Simplified Issue (no medical exam for applicants age 70 and under)¹
- Almost instant underwriting decisions (within a minute) for most of the digital and telephone applications submitted from individuals age 70 and under²
- Premiums that never increase as long as payments are made on time³

CLIENT PROFILES TO CONSIDER

- ✓ Want to provide resources to help pay final expenses and funeral costs, mortgage payments, and other expenses
- ✓ Prefer an easy application process and a financially stable and reputable company
- ✓ Desire certainty, predictability, simplicity
- ✓ Appreciate guarantees, including guaranteed premiums and cash value, and a guaranteed death benefit as long as premiums are paid³
- ✓ Seek a higher coverage amount than what is offered through many other final expense life insurance products

SIMPLIFIED SENIOR LIFE SALES TIP

- Opportunity to cross-sell healthier Medicare Supplement clients
 - Simplified Senior Life is **simple to explain, easy to sell** and **fully guaranteed**³

At Gerber Life, we put families first with products that are easy for your clients to understand and buy. You and your clients can have confidence in our name and in our coverage. Helping clients make the right choices for their financial future – now that's a job fit for a hero.

Want to learn more? Contact your General Agent.

BEING A HERO IS EASY WITH GERBER LIFE.



**Gerber Life
Insurance**

¹A medical exam and full underwriting are required for individuals age 71 to 80 who apply for coverage.

²In order to provide a decision within a minute, Gerber Life will search databases for prescription history, motor vehicle records and medical information.

³The product offers guaranteed premiums (which are guaranteed not to increase for the life of the policy), guaranteed cash value, and guaranteed death benefits as long as premiums are paid.

Gerber Life Simplified Senior Life is available in all states, except New York. Terms, conditions, exclusions and limitations can vary by state. Please refer to the policy for terms, conditions, exclusions and limitations that may apply. If the insured dies by suicide within two years from the Issue Date (one year in ND), the only amount payable will be the premiums paid for the policy, less any debt against the policy.

Policy Form ICC13-HWLP and Policy Form Series HWLP-13. Coverage and benefits are subject to Gerber Life insurance limits. Copyright © 2018 Gerber Life Insurance Company, White Plains, NY 10605. A financially separate affiliate of the Gerber Products Company. All rights reserved.