



Modern Sales Strategies
for Millennials



COVID-19

How did the last
two years affect
life insurance sales?

Millennials

Debt and expenses are
high, while income does a slower
climb.

StartSmart

How an affordable
3-in-1 bundled plan can
help fill the gap.



The impact of COVID-19

- Millennials realized the unexpected can happen to them
- Lapse rates on pandemic-issued policies creates opportunities to sell the value of an agent + better coverage
- Retention

Why Millennials?

51%

Don't have any
life insurance

78%

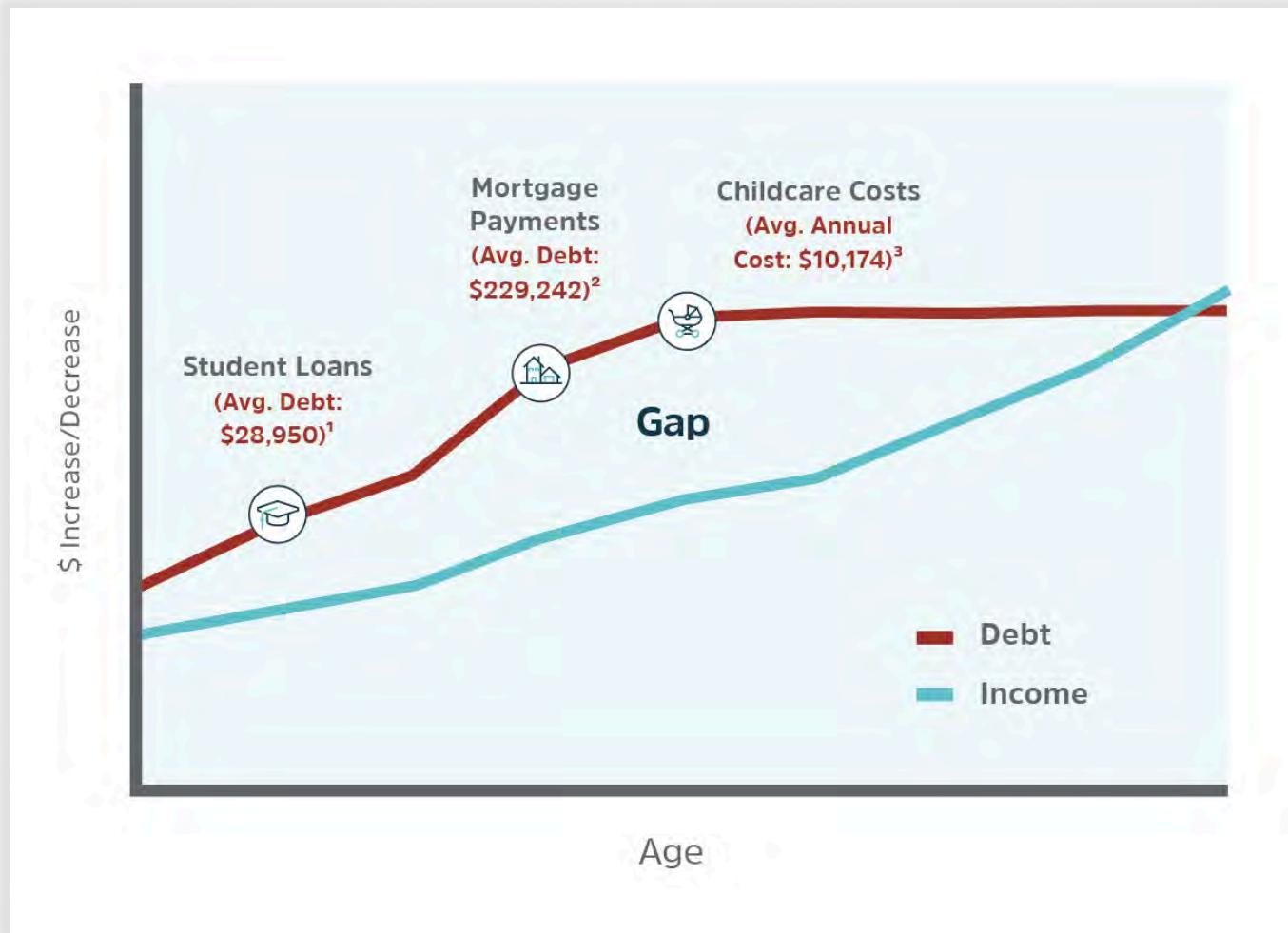
Prefer to have all insurance
policies with
one carrier

Young people are searching for affordable insurance
solutions



Assurity[®]

Cover the gap





StartSmart

- Term Life + Critical Illness + Disability Income Protection
- High Deductible Health Plans
- Inflation magnifies the value and affordability of a bundled plan

The *StartSmart* bundle

Term Life Insurance

Choose a benefit amount and term period.

Critical Illness Rider

Choose a lump sum benefit amount between \$20,000 and \$100,000.

Disability Income Rider

Choose a benefit amount up to \$3,000 per month.



What's so smart about *StartSmart*?

- Sell to the most active insurance-buying generation
- Offers protection while their income is low and their debt high
- Offers real living benefits that matter
- One application. One premium. Three coverages.
- Streamlined quote-to-application tool

Unique product advantages

- **Protects life, health and income**
- **Designed for Millennials:** no medical exam, quick turnaround
- **Accelerated Underwriting** with an instant decision on up to 50 percent of applications
- Affordable: monthly price is less than it costs for a family of four to eat one meal out
- Flexible: includes options for coverage type and amount

StartSmart is a great solution for clients who:

- Have a mortgage or hope to buy a house soon
- Are freelancers and/or need coverage that isn't tied to a job
- Have a High Deductible Health Plan
- Have student debt and/or liable co-signers





Sales Idea: Millennial

- Rachel is a recent college graduate who just turned 26
- Renting her first apartment and paying bills solo
- No longer qualifies under her parents' insurance coverage
- Has regular student loans repayments

Solution:

- Term Life Insurance: \$250,000 for 20 years
- Critical Illness Rider: \$20,000 lump-sum benefit
- Disability Income Rider: \$1,500 monthly benefit
- **\$37.18/mo. Total**

* Illustration based on 26-year old female, Preferred+ Non-Tobacco, Nebraska.

Assurity[®]



Sales Idea: Young Couple

- Andy is a graphic designer who just turned 30
- Married for a few years and expecting their first child
- Has a small life insurance policy through his employer that isn't portable
- Wants to ensure mortgage is covered if an illness or accident were to compromise their income

Solution:

- Term Life Insurance: \$250,000 for 30 years
- Critical Illness Benefit Rider: \$20,000 lump-sum benefit
- Monthly Disability Income Rider: \$1,500 monthly benefit
- **\$48.27/mo. Total**

* Illustration based on 30-year old male, Preferred+ Non-Tobacco, Nebraska.

Assurity[®]

Three ways of protecting your clients' future

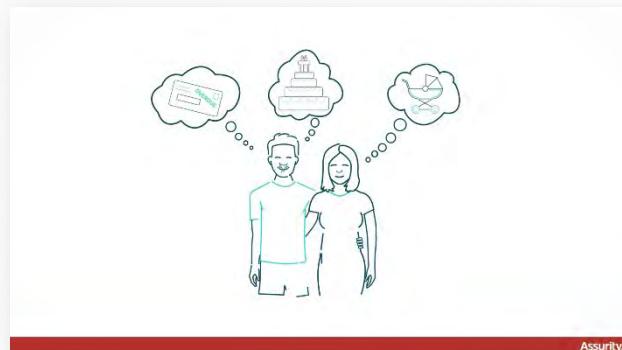
- *StartSmart* matches Millennials' preferences for a competitive rate, convenient process and high comfort level
- Low premiums
- Coverage to help offset the risk of young adults' debt-to-income level
- Customization



Tools to help you sell



Consumer brochure



Consumer video

Benefit Amounts	30-year Term Life Insurance	30-year Critical Illness Benefit Rider	30-year Monthly Disability Income Rider	Total monthly premium
\$250,000	\$21.32	\$6.75	\$20.20	\$48.77
\$20,000				
\$1,500				

Assurity's 3-in-1 Insurance plan offers Term Life insurance with coverage for critical illness and disability insurance into one affordable bundled plan that appeals to Millennials.

Sales Ideas

StartSmart

Term Life Insurance

Term Periods	10, 15, 20, 25 and 30 years, depending on issue age.
Benefit Amounts	\$25,000 to \$10 million
Underwriting	Accelerated underwriting and instant decision available for qualified applicants: <ul style="list-style-type: none">up to \$500,000 for ages 18-80up to \$350,000 for ages 51-65
Underwriting Classes	Non-Tobacco – Preferred Plus, Preferred, Standard; Tobacco – Preferred, Standard
Convertibility	Conversion option to permanent coverage
Abandonment	Abandon grace-to-application e-loop available
State Availability	Not available in NY

Critical Illness Benefit Rider

Provides a lump-sum benefit if the insured receives a first-ever diagnosis for one of the specified critical illnesses, including heart attack, invasive cancer and stroke.

Issue Ages	18 to 65, depending on term period.
Benefit Amount	\$20,000 - \$100,000 (not to exceed base policy benefit amount)
State Availability	Not available in CT, FL, IL, KS, MD, MA, MN, NH, NJ, NY, PA, VA and WA.

Monthly Disability Income Rider

Provides a monthly benefit while the insured is totally disabled, up to a maximum of two years. Benefits are payable only for total disabilities beginning before the insured's 65th birthday and are not payable until after the insured has continuously totally disabled for 90 days.

Issue Ages	18 to 60, depending on term period.
Elimination/Benefit Period	90 days/2 years.
Benefit Amounts	\$300 thousand base issue of \$12,500 + 1 percent of base policy benefit amount. Benefit amounts rounded to the lower \$100 increment. Also limited to a maximum of 60 percent of the applicant's gross annual monthly income (40 percent in California) and based on the total of all in-force and applied-for individual and group disability income benefits.
State Availability	Not available in KS, MD, NH, NJ, NY and VA.

Assurity's 3-in-1 Insurance plan offers Term Life insurance with coverage for critical illness and disability insurance into one affordable bundled plan that appeals to Millennials.

Assurity's 3-in-1 Insurance plan offers Term Life insurance with coverage for critical illness and disability insurance into one affordable bundled plan that appeals to Millennials.

Assurity's 3-in-1 Insurance plan offers Term Life insurance with coverage for critical illness and disability insurance into one affordable bundled plan that appeals to Millennials.

Product highlights

COVID-19

The impact on life insurance sales

- Millennials realize the unexpected can happen to them
- Lapse rates on pandemic-issued policies

Millennials

Searching for easy, affordable coverage.

- Debt and expenses outsize income for young adults
- Coverage is most affordable now

StartSmart

Assurity's 3-in-1 coverage solution

- Provides life, health and income protection
- Can help fill the gap between debt and income levels
- Affordable coverage while inflation remains a top concern



assurity.com/startsmart

Questions?