EASYPATH ADVISORS

FREE LIFE INSURANCE GUIDE

Life Insurance, Explained Like a Human

A plain-English starting point for understanding common coverage types and the questions that matter.

PROTECTION TODAY. PEACE OF MIND TOMORROW.

A practical, no-pressure resource from Tenique Brannon, Licensed Insurance Specialist

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The big picture

Two broad paths: term and permanent coverage.

Life insurance is designed to provide a death benefit to named beneficiaries when the insured person dies while the policy is in force. The right structure depends on how long the need may last, what the household must protect, the budget, health, and policy features.

TERM LIFE	Coverage for a stated period. It is often used for temporary needs such as income replacement, a mortgage, or the years children depend on a caregiver. Premiums can increase if coverage is renewed after the original term, depending on the policy.
WHOLE LIFE	A type of permanent coverage designed to remain in force for life when required premiums are paid. It generally includes a death benefit and cash value, with guarantees defined by the policy.
UNIVERSAL LIFE	Permanent coverage that may offer flexibility in premiums or benefits. Costs, credited interest, guarantees, and the amount needed to keep coverage in force can vary by product, so illustrations and policy details matter.
FINAL EXPENSE	Usually a smaller permanent policy intended to help with funeral costs and other end-of-life expenses. Benefit amounts, health questions, waiting periods, and price vary by carrier and policy.

Match the policy to the purpose

Questions to answer before looking at products

☐ Who depends on my income, caregiving, or financial support?

☐ Which debts or final expenses would I want covered?

☐ How many years would my family need help replacing income?

☐ Do I want to provide for education, a mortgage, a business, or a legacy gift?

☐ What premium can I realistically maintain through good months and difficult ones?

☐ Do I already own coverage, and what would I lose by replacing it?

A simple family-needs worksheet

NEED TO PROTECT	ESTIMATED AMOUNT OR YEARS
Income replacement	
Mortgage or rent	
Debts	
Education or caregiving	
Final expenses	
Existing savings and coverage	

Questions for any recommendation

Understand what is guaranteed - and what is not.

? How long is the coverage intended to last, and what could cause it to end?

? Which premiums, benefits, values, rates, or policy charges are guaranteed?

? Could the premium or amount needed to keep the policy in force change?

? Does the policy build cash value, and what happens if I borrow or withdraw from it?

? Are there riders, exclusions, graded benefits, or waiting periods I should understand?

? What happens if I stop paying or decide I no longer want the policy?

? How do this policy and my current coverage compare side by side?

? When should beneficiaries and ownership details be reviewed?

Do not rush a replacement

If you already have life insurance, do not cancel the existing policy until the new coverage is approved, delivered, accepted, and in force. Changes in health can affect availability and price.

Notes for my EasyPath conversation

Your next easy step

Bring this guide to a complimentary conversation with EasyPath Advisors. Call 1-888-702-3859 or visit easypathadvisors.com.

Consumer reference: content.naic.org/consumer/life-insurance.htm