



## LIFE INSURANCE: WHAT'S LOVE GOT TO DO WITH IT?

Whether you're protecting your kids, spouse, partner, or parents, you purchase life insurance for one simple reason: love.



### FINANCIAL SECURITY PLAYS A BIG ROLE IN RELATIONSHIPS



**59%** of people surveyed would feel more secure in their relationship if they discussed getting life insurance with their partner.<sup>1</sup>



**42%** describe financial security as one of the most attractive traits to have in a romantic partner.<sup>1</sup>



**64%** say they'd rather talk about finances with their partner than discuss having children.<sup>1</sup>



When asked what financial decisions would demonstrate their love to someone, **36%** said purchasing a life insurance policy.<sup>1</sup>

From candlelit dinners for two to welcoming a new baby into the world to walking your daughter down the aisle, love takes many forms. So where does life insurance fit in?

You purchase life insurance for one simple reason: love. Because whether you're protecting your kids, spouse, partner, or parents, you want peace of mind knowing their future is secure.

And while life insurance can't guarantee you have the perfect Valentine's Day, it can help ensure that financial security is one less thing you have to worry about. So, if you think you need life insurance — or more coverage than you currently have — now is the time to do something about it.

**I'm here to help. Contact me today and let's close that coverage gap.**

<sup>1</sup>Source: "For Love and Money," Life Happens, Jan. 2022.

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