

Life Insurance Design Considerations

THE LIFE INSURANCE FAMILY TREES

WHOLE LIFE INSURANCE

Guaranteed Premiums

- One Year Term (ART)
- 5 Year Level Premium
- 10 Year Level Premium
- 15 Year Level Premium
- 20 Year Level Premium
- 30 Year Level Premium

Important Term Insurance Considerations:

1. Is the term plan convertible?
2. Will it convert to a quality permanent plan?



General Account

Universal Life

- Non-Guaranteed Assumptions
- No Lapse Premium

Adjustable Life

- Term Guarantees
- Life Guarantees

Whole Life

Interest Sensitive Whole Life

- Blended Premium
- Guaranteed Premium

Modified Premium Whole Life

- Blended Premium
- Guaranteed Premium

Level Premium Whole Life

- Blended Premium
- Guaranteed Premium

Limited Payment Whole Life

- Blended Premium
- Guaranteed Premium

PERMANENT INSURANCE

Separate Account

Variable Universal Life

- No Supplemental Death Benefit Guarantees
- Death Benefit Guarantees – No Lapse Premium

Variable Adjustable

- Temporary Death Benefit Guarantees
- Lifetime Death Benefit Guarantees