



Life Insurance Prospects

An in-depth look at life insurance prospect demographics and tips to help you leverage these statistics to build your book of business.

Who are your life insurance prospects?

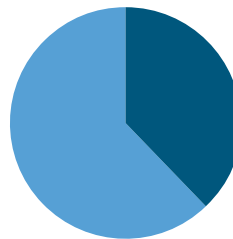
- People recently married or divorced.
- New home owners.
- Parents and new parents.
- Families concerned with college planning.
- People changing jobs and careers.
- People who are retired or planning for retirement.
- Seniors concerned with final expenses.
- Business owners and key-employees.
- Your existing clients!

Life Insurance Affordability



8-out-of-10 Americans over-estimate the cost.

Reasons for Not Purchasing Life Insurance



- 38% are unsure of how much or what type to buy.
- 62% cited other reasons, such as price and not wanting to think about death.



80% of consumers agree that most people need life insurance.



44% of Americans own an individually purchased life insurance policy.

Tips for Life Insurance Prospecting

- Most agents writing life insurance today are focused in other primary markets. It's an easy transition to spark the life insurance talk with existing clients.
- URL makes it easy for you to make life insurance sales with template letters, scripts, marketing flyers & 30 years of experience to help you become a life insurance pro!

Visit our website at www.urlinsgroup.com/aries or contact Life Markets at 1-800-926-8875 x3 to discuss how you can increase your bottom line with Life Insurance Sales!

The data shown here is from "Household trends in US Life Insurance (2010)," and "Insurance Barometer Study (2014)," by LIMRA International, and Life Happens. Compensation information is based on submitted and placed business with URL Insurance Group. Tips are from Steve Clemens of URL Insurance Group.

