



Sales Idea

Critical Illness to Protect an IUL



Client Scenario

John, 45, has done a great job saving for retirement by maxing out his 401(k) and company match. He's also done a great job of rounding out his retirement income stream by contributing \$500 a month to an indexed universal life policy.

Concerns

While it's exciting for John to think about retirement and what that looks like for him and his wife, his plans could be disrupted if something happens to him before then – like a heart attack¹ or cancer. Although he may have acceleration benefits available, he can avoid forfeiting any death benefit coverage and protect his IUL policy.

Solution

John purchases a **\$75,000 Critical Illness** policy to give him financial protection in case of a serious illness down the road. John and his insurance professional talked through the right coverage amount for his needs.

\$12,000	2 years annual premium contribution to the IUL
+	
\$18,900	\$9,450 max out-of-pocket limit 2024 ² for an individual x 2 years potentially for treatment
+	
\$30,000	\$10,000 per month for 3 months to help cover out-of-pocket bills and his paycheck while he recovers
=	
\$60,900	Total estimated needs

\$75,000 Critical Illness Insurance
\$113.⁷⁷ Total monthly premium

Illustration based on 45-year-old male, Nontobacco, California

1. Heart attack does not include established (old) myocardial infarction occurring prior to the issue date, sudden cardiac arrest, cardiac arrest or cardiopulmonary arrest.

2. HealthCare.gov, "Out-of-pocket maximum/limit," 2024

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Policy Form No. I H1820 underwritten by Assurity Life Insurance Company, Lincoln, NE.

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