

It's Time to Help People Insure Their Love

We insure lots of things. Our cars, our homes, our jewelry. And for good reason. They're valuable possessions. But what about love? Is that something you can insure? Actually, you can. Owning life insurance let's your loved ones know you care so much you've made plans to provide for their well-being even after you're gone. Think of it as the ultimate act of enduring love. You may be gone, but you can still provide for the ones you love by leaving them with a legacy of financial security. At Patriot Life, we acknowledge that's what it means to insure your love. Sadly though, a growing number of Americans don't have the peace of mind that comes with owning life insurance. A recent LIMRA study found 95 million adult Americans have no coverage at all. And, only 35 percent have any individually owned life insurance. No one wants to leave their loved ones in a dire financial situation, but that's exactly what can happen when a provider dies and doesn't have any or enough life insurance.

During February – the month of love – please consider reviewing life insurance options with your clients. And take a look too at your own situation. Make sure you've taken the steps necessary to Insure Your Love.

Note: You may also wish to review any of the videos available through the following link:

<https://lifehappens.org/videos/>