

Life Launches Two Products to Round Out Portfolio and Reach Important Demographic

Frankenmuth Insurance is excited to announce the launch of two new Life products, which not only further diversify our product offerings, but also answer the call of many Agency Partners who've requested a Chronic Illness and Final Expense solution for their customers.

Our new Chronic Illness Rider, which comes at no cost to any Premier whole life policyholder (\$100,000 face amount and above), protects policyholders should they ever require care for a chronic illness after an extended period of time. In addition, policyholders can take part of their death benefit early upon diagnosis of a chronic illness, which could help them from becoming financially dependent on others.

Those enrolled in the following Premier series base plans are eligible for the Chronic Illness Rider:

- Lifetime Whole Life Series 3
- 10 Pay Whole Life Series 3
- 20 Pay Whole Life Series 3
- LPU 65 Whole Life Series 3
- Single Premium Whole Life Series 3

To view an agent sell sheet for the Chronic Illness Rider product, [click here](#).

Our second new product, the Final Expense Whole Life Policy, answers the need for a large group of older Americans (55+) who have little to no life insurance but still need coverage for end-of-life expenses. These expenses are often costly and can't be avoided, and most people prefer that the family they leave behind isn't also left with this responsibility.

In addition to providing coverage solely for end-of-life expenses, this small policy is affordable and the process for application is easy. Best of all, we can help you target the right audience for this product – contact Rich Pomeroy at rich.pomeroy@fmins.com to receive a list of all individuals ages 55+ who are currently insured with Frankenmuth Insurance through your agency.

To view an agent sell sheet for the Final Expense Whole Life Policy product, [click here](#).

To further aid our Agency Partners in this launch, we've developed two new brochures specifically targeted to the policyholders who would benefit most from these products. To request these brochures for distribution to your customers, please contact Darcy Wellman at (800) 234-1133 Ext. 2415 or darcy.wellman@fmins.com.

These new products are available to quote and issue in iBIS. If you have any technical questions, please don't hesitate to contact eBusiness Support at (800) 234-1133 extension 3000 or send us an email at agencyervices@fmins.com.

If you have any specific questions about these new products or ways in which FI can help you market them, please contact your field manager or Larry Deford at larry.deford@fmins.com.