

# Life insurance is love insurance: Why a policy is the ultimate gift.



Everyone has different love languages: kind words, helping your partner, spending time together. But this Life Insurance Awareness Month, we want you to consider a different one: gift giving. Specifically, [gift giving in the form of life insurance](#).

Curious to see what we mean? Discover how life insurance is love insurance and how your policy could give back to the people you love most.

- **The gift of financial protection.** One of the most meaningful ways to care for your family is to ensure they'll be financially secure no matter what. [Life insurance](#) helps cover major expenses, like mortgage payments, tuition, and daily living costs if something happens to you. It's the safety net that will let your loved ones focus on healing, not financial worries, after a catastrophe.
- **The gift of peace of mind.** Life insurance can reduce the burden of your finances and offer [peace of mind](#) that your family is taken care of. In general, it can help you live your life with less worry and more freedom.
- **A gift for everyone in the family.** Parents with life insurance provide a sigh of relief to their partners, and [even to their children](#), who could have a lesser financial burden in the event of their passing.
- **A gift for your work family, too.** If you're a business owner, [business life insurance](#) extends your love and protection to your employees or

business partners. Policies can help ensure your business [continues running smoothly](#) by providing resources to cover debts, fund buyouts, or protect key personnel. It's a plan that keeps your business – and everyone who depends on it – secure.

- **A gift that's easy to give.** Getting started with a policy is easy. As an added perk, you could even [enjoy savings by bundling](#) a new life insurance policy with existing coverages. Your local, independent agent can get to know your needs and guide you to a policy that's right for you. As another resource, explore our blog: [How to get life insurance: 6 simple steps](#).
- **A gift that lasts a lifetime.** Depending on your policy's term limit, you could have coverage for your [whole life](#) or a [specific duration, such as 15 or 20 years](#). That makes life insurance a gift year after year.

Knowing that life insurance is a form of love insurance, are you ready to take the next step? Our [local, independent agents](#) are here for you. Talk to one today.

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