Life

College funding

Client profile

Name: ______________________ **Agent code:** ______________________

Email: ______________________ **MGA:** ______________________

The primary purpose of life insurance is to provide a death benefit to beneficiaries. Death benefit protection can make life insurance an attractive choice for establishing a self-completing plan to help fund a college education. Permanent life insurance that can accumulate cash value may be used to help pay for college costs.

Help your clients gain financial protection and help pay for college

If your clients…

- Need life insurance protection
- Have young families with children up to 13 years old
- Are concerned about college tuition costs
- Are possibly looking to help supplement income in retirement years

… College funding with permanent life insurance may be the answer.

List the names of five clients who fit the above profile and whom you would like to help meet their life insurance needs and financial goals.

Client name: ______________________	**Age:** _____	**Gender:**	**Tobacco:Y/N**	**State:**
Premium amount: ______________________	**Child age:** _____	_____	_____	_____
Client name: ______________________	**Age:** _____	**Gender:**	**Tobacco:Y/N**	**State:**
Premium amount: ______________________	**Child age:** _____	_____	_____	_____
Client name: ______________________	**Age:** _____	**Gender:**	**Tobacco:Y/N**	**State:**
Premium amount: ______________________	**Child age:** _____	_____	_____	_____
Client name: ______________________	**Age:** _____	**Gender:**	**Tobacco:Y/N**	**State:**
Premium amount: ______________________	**Child age:** _____	_____	_____	_____
Client name: ______________________	**Age:** _____	**Gender:**	**Tobacco:Y/N**	**State:**
Premium amount: ______________________	**Child age:** _____	_____	_____	_____

The primary purpose of life insurance is to provide a death benefit to beneficiaries. Because of the uncertainty surrounding all funding options except savings, it is critical to encourage your clients to make personal savings the cornerstone of your clients' college funding program. However, even a well-conceived savings plan can be vulnerable. Should your clients die prematurely, their savings plan could come to an abrupt end.

To protect against this unexpected event, life insurance may be the only vehicle that can help assure the completion of a funding plan. In addition to the financial protection aspect of insurance, the tax-deferred buildup of cash values can be part of your clients' college savings plan. Generally, if the policy is not a Modified Endowment Contract then tax-free withdrawals can be made up to the contract's cost basis. Moreover, if the policy is not a Modified Endowment Contract, then loans in excess of the cost basis are also tax free as long as the policy remains in force.