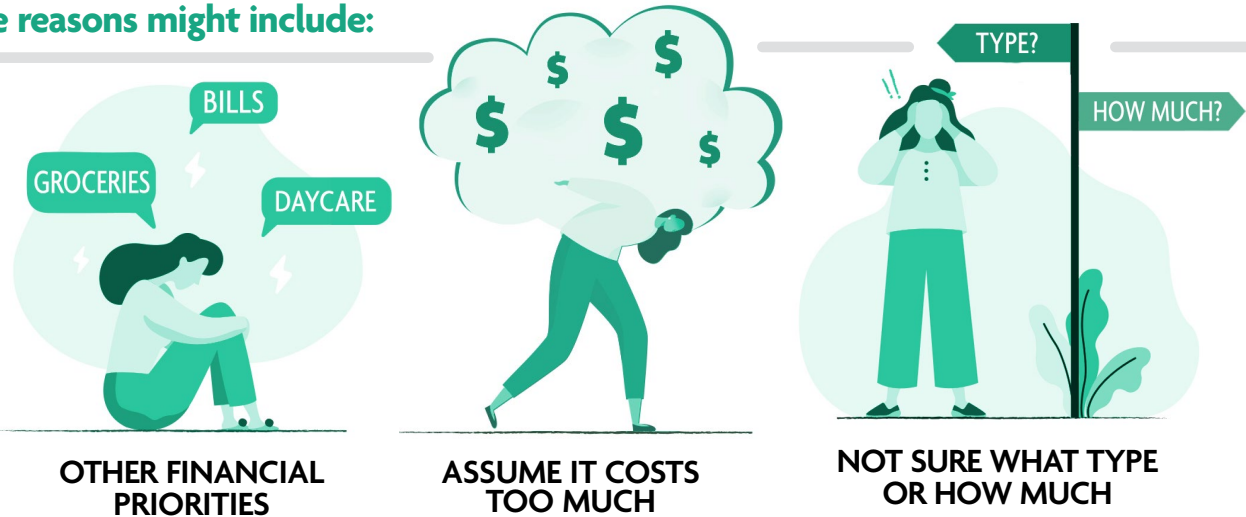


# 5 Reasons life insurance is essential for women

Fewer women (48%) than men (54%) say they have life insurance.<sup>1</sup> This highlights a substantial opportunity for the industry. No matter their place in life, life insurance is just as essential for women as it is for men. So why are women less likely to have it?

Some reasons might include:



**OTHER FINANCIAL PRIORITIES**

**ASSUME IT COSTS TOO MUCH**

**NOT SURE WHAT TYPE OR HOW MUCH**

**Life insurance coverage is for everyone.** This reality is further compounded if a woman is taking on multiple roles. **Life insurance should be considered for women who:**

1. **Actively care for children, elderly family members, or other dependents**

In the event of a serious illness or her death, how many helping hands would the family need to arrange? This unpaid labor is not cheap to replace, which may mean that life insurance is necessary.

2. **Are single, but have loans or debt, and/or would incur funeral expenses**

Life insurance can provide necessary funds to help offset one's financial obligations—that might otherwise become the responsibility of other family members.

3. **Have life insurance through work, or their partner does**

It may be a good starting point for families, but don't assume coverage through an employer is enough. Maintaining quality of life for you and your loved ones may mean obtaining additional life insurance.

4. **Are pregnant**

It's possible to get life insurance during pregnancy, and it can offer greater financial security for the child. Using simple estimations like the DIME method (**D**ebt, **I**ncome, **M**ortgage, **E**ducation) can help determine current and potential costs related to your child that you would want your life insurance policy to help cover.

5. **Have long-term financial goals**

Whether it be a successful business, comfortable retirement, or a legacy, life insurance should be considered as a financial tool to help keep you and your family's future financially secure.

**Nothing can replace you or the women in your life.** There are life insurance policies to fit almost every situation and budget. To get an idea of how much life insurance you may need, ask your agent to run a quick needs analysis.

<sup>1</sup> LIMRA and Life Happens: 2025 Insurance Barometer Study - Report 1

The term financial professional or agent is not intended to imply engagement in an advisory business in which compensation is not related to sales. Financial professionals that are insurance licensed will be paid a commission on the sale of an insurance product.

While the primary use of life insurance is death benefit protection, you may also have other needs that can be met through life insurance. Please note that North American does not require the use of any of these sales concepts/methods.

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