

SEPTEMBER IS
LIFE
INSURANCE
AWARENESS
MONTH



FSP | The Family Security Plan®

ways to be a **LIFESAVER** for your family

1

Make sure you have enough coverage

If life has changed, review your coverage.

Marriage, a new child, a home purchase, a career change or added financial responsibilities are all things that contribute to how much protection your family needs.

2

Protect more than your income

Life insurance can protect the life your family has built.

Having a policy can help with housing, household bills, childcare, college costs, debts and any final expenses your family needs.

3

Don't assume it's too expensive

*Many consumers overestimate the cost of life insurance by three times or more.***

A personalized quote may surprise you.

4

Plan before you need it

Like home or auto insurance, life insurance works best when it's in place before an emergency.

Buying earlier may give you more choices and help you find coverage that fits your budget.

5

Being a lifesaver starts today

You don't need a cape to be a lifesaver.

A few minutes spent learning about life insurance today can help provide financial security and peace of mind for tomorrow.

Nearly half of Americans would face financial hardship six months after a primary earner's death.*



40%

of adult Americans say they need life insurance, or need more of it.*

Ready to take the next step?

855-818-0955

- Learn about your options
- Get a personalized quote
- Talk with a representative



Sources:

*2025 Insurance Barometer Study

**They Don't Understand Life Insurance and Overestimate Its Cost, Life Happens