

#SaveSomeGreen



From the Desk of Adam Ziff  
The Ziff Agency, LLC



### Current News:

'Ugly Times' are  
Pushing Record  
Annuity Sales

P.2

The Underwriter's  
Corner

P.2

Famous Estate  
Planning Blunders:  
Heath Ledger

P.3

### Infographic:

Do You Need Life  
Insurance?

P.3

## 3 Things You Should Know About Life Insurance as a First Time Buyer

In 2021, Deloitte reported that 102 million Americans, or 40% of the adult population, either don't have life insurance at all, or don't have enough coverage to meet their family's needs if they die.

Life insurance is a contract between you and an insurer where the insurer promises to pay your beneficiary, such as your spouse, children, or siblings, after you die.

It can be terrifying to choose a life insurance plan for the first time, since it involves thinking about the needs of your loved ones after you die. But financial planner Spencer Betts says understanding three key points can help you choose the right life insurance plan for you.

**1. The beneficiary listed on your life insurance policy will get your benefits, not your next of kin**

When choosing your life insurance plan, you can choose one or more beneficiaries. A beneficiary is the person who receives the payout from your policy after you die; it will not go to your next of kin if they're not listed on your policy.

Betts says, "Realize that this is a legal contract. If you get married or divorced, you need to make sure you update that document. The life insurance company does not take any sort of discretion on who to give the money to. Whatever is written on that form, that's where the money has to go."



Ph: 212.796.5433

Ph: 949.393.5433

Ph: 941.922.9433

Ph: 305.363.5433

adam@theziffagency.com

www.theziffagency.com

## Current News:

### 'Ugly Times' are Pushing Record Annuity Sales

Consumers are funneling money into annuities as the stock market tanks and higher interest rates raise payouts for buyers. They're largely buying annuities that shield from volatility in stocks and bonds amid broader concerns about recession and the economy.

Annuity sales in the third quarter of 2022 approached \$80 billion, just edging out the \$79.4 billion record set in Q2, according to estimates published by LIMRA, an insurance industry trade group.

Consumers are on pace to buy almost \$300 billion of annuities in 2022, which would handily beat the \$265 billion purchased in 2008, the current annual record, said Todd Giesing, assistant vice president of LIMRA Annuity Research.

The S&P 500 stock index firmly entered a bear market in June, and is still down nearly 19% in 2022 as of Wednesday afternoon. An investor holding U.S. bonds, which typically act as a ballast when stocks fall, has lost almost 16% in the past year.

"In ugly times, people get concerned about safety," said Lee Baker, a certified financial planner and founder of Apex Financial Services, based in Atlanta. Baker is also a member of CNBC's Advisor Council.

(Source: CNBC)

### 2. Know the difference between term life and whole life insurance

Term life insurance typically lasts for 10, 20, or 30 years. If you die during that period, your beneficiaries will get your payout. It's the most affordable kind of life insurance, although premiums may increase over time depending on your policy.

Whole life insurance, on the other hand, is a type of permanent life insurance that covers you for your entire life. Whole life insurance premiums do not change over time, and the policies have an investable cash value component that you can access during your lifetime.

However, whole life insurance is more expensive. Says Betts, "Term life insurance on somebody who's between 40 and 60 is very inexpensive because there's a very small probability that you're going to die; 99% of all term policies end without a beneficiary getting paid out. Because whole life lasts your entire life, it's usually way more expensive."

### 3. Life insurance coverage from your employer ends when you leave your job

Many people are offered life insurance as a part of their employer's benefits package, but, says Betts, it's important to understand that those types of life insurance policies end when you leave your job. This is important to know if you're relying on life insurance to cover the cost of your funeral expenses or help out your family in case of an untimely death.

He says, "If you quit on the first of the month, it might cover you through the end of that month, but it won't cover you after you leave the company. It's similar to other types of insurance that we buy, like automobile or homeowners insurance. If you stop making payments, you're no longer covered."

Once you've done your research on any employer-provided plans and figured out which policy type is best for you, it's time to sign up with a provider.

Just don't wait too long. That's because life insurance will only become more expensive as you age and become more cost-prohibitive to insure. Younger people, in particular, will benefit from getting a plan now instead of waiting until they're older and have medical issues. Life insurance is a fundamental element of sound financial planning. But choosing the right amount and type is vital.

(Sources: Business Insider & CBS News)

## The Underwriter's Corner: *Underwriting Q & A*

### Artificial Intelligence and the Future of Life Insurance

These days, artificial intelligence seems to be everywhere. It's in voice assistants like Alexa, Google Now and Siri. But other areas that aren't always top of mind, like insurance, have also begun to use artificial intelligence.

AI has made a lot of positive changes throughout the insurance industry, while helping prospective and existing life insurance customers as well. As technology and AI have evolved, insurance coverage has taken on a more personalized approach. This is good news for the customer because when coverage is created with individuals in mind, it better suits their needs and provides greater access to coverage and customer support.

(Source: TruStage)

# Do you need life insurance?

With life insurance, you can protect the people and things you love.



Your Home



Children



Education



Retirement



Final Expenses

Most people think it's important, but not everyone has it...

**ONE** in **FOUR** consumers



has **NO** life insurance at all<sup>1</sup>

and

**THREE** out of **TEN**



households are **UNINSURED**<sup>3</sup>

So why don't more consumers own life insurance?



But said they were **NOT** financially prepared for the death of a loved one. Half would need to make drastic or significant financial changes if a death occurred.<sup>4</sup>

Let's put the cost in perspective to show how affordable it really is.



Gourmet Coffee  
\$4.30<sup>5</sup>



Movie Ticket  
\$8.00<sup>6</sup>



Lunch Out  
\$10.00<sup>7</sup>

Comparable to a few daily luxuries each month.

Peace of mind and financial well being - more affordable than you think.

(Source: AFBA)

## INSURANCE 101 Famous Estate Planning Failures



**NAME:** Heath Ledger

**DIED:** January 22, 2008

**AGE:** 28

**CAUSE:** Accidental overdose of prescription medications

**ESTATE BLUNDER:** Not updating his will

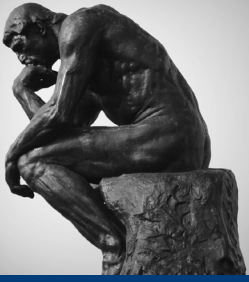
Not only is it important to ensure people are properly removed from your estate plans when necessary, but it is also important to ensure that people are correctly added too.

Heath Ledger did his estate planning. The issue here was not reviewing it periodically. Changes to Ledger's life occurred after the documents were executed. One of those changes was starting a relationship with actress Michelle Williams, who he had a daughter with named Matilda Rose.

Williams and Matilda Rose were left nothing as Ledger had failed to update his will after his daughter was born. Ledger's entire estate was left to his parents and siblings, who fortunately gave everything to Ledger's daughter.

Not everyone would be as lucky in these circumstances so it is extremely important to update estate plans as life situations are constantly changing.

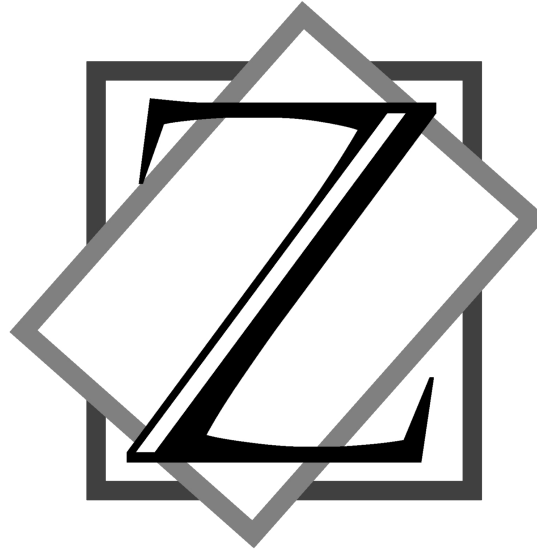
(Sources: Scriptype)



## HERE'S A THOUGHT...

*"I am happy because  
I'm grateful. I choose  
to be grateful. That  
gratitude allows me  
to be happy."*

*- Will Arnett*



The Ziff Agency, LLC

[www.theziffagency.com](http://www.theziffagency.com)

*Save Some Green*

*Show Your Love this Thanksgiving with  
Life Insurance!*

*Let's Review Your Options Today!*

*#ProtectYourFamily*

*#InsureYourLove*

*Make sure your family is protected and  
have your **Life Insurance** reviewed today!*