COMPLIMENTARY WEBINAR GUIDE

Life Insurance, Plain and Practical

A hands-on guide to protecting income, family plans, business continuity, and legacy — without getting lost in the jargon.

YOU CAN USE THIS GUIDE DURING AND AFTER THE WEBINAR

Write in it. Circle questions. Compare what you already own. The goal is not to rush into a product — it is to understand the need well enough to make a thoughtful decision.

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Community Solutions Financial

Life Insurance 101

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Start with the people, not the policy

Life insurance makes more sense when you first decide what the money would need to do.

If your income, caregiving, leadership, or financial support disappeared tomorrow, what would you want to keep moving?

- ☐ Replace income for a period of time
- ☐ Pay off or reduce a mortgage or other debt
- ☐ Provide child care, education, or caregiving support
- ☐ Create cash for final expenses or estate needs
- ☐ Protect a business from the loss of an owner or key person
- ☐ Leave a planned gift or family legacy

MY TOP THREE PRIORITIES

1. ____
2. ____
3. ____

One useful habit: describe the job first. Product names come later.

Build a starting coverage gap

There is no magic multiplier that works for every household. Use real obligations and real resources.

Category	What belongs here	My estimate
Income replacement	Annual support × years needed	$ _________
Debts	Mortgage, loans, business obligations	$ _________
Family goals	Child care, education, caregiving	$ _________
Permanent needs	Final expenses, estate liquidity, legacy	$ _________
Resources to subtract	Savings, existing insurance, available assets	- $ ________

Starting coverage gap: $ ________________________

REMEMBER

This worksheet is a conversation starter, not an individualized recommendation. Coverage amount also depends on budget, duration, existing resources, insurability, and the goals you choose to protect.

Match the policy to the time horizon

Some needs end. Some do not. That difference matters.

Need	Likely duration	Notes
Mortgage / child-rearing / temporary income gap	Years or decades	Often evaluated with term coverage
Final expenses / lifelong dependent / estate or legacy liquidity	Potentially lifetime	May call for permanent coverage

Quick comparison

TERM LIFE

Coverage for a stated period. Most term policies do not build cash value. Early premiums are generally lower than permanent coverage.

PERMANENT LIFE

Coverage designed to last for life if policy requirements are met. Permanent policies may build cash value, but the guarantees, costs, and risk differ by design.

Know the permanent-policy families

Permanent insurance is not one thing. The mechanics matter.

Type	What stands out	Watch closely	Good question
Whole life	More defined guarantees	Early surrender value, dividends	What is guaranteed?
Universal life	Flexible premiums / death benefit in many designs	Funding and policy charges	What keeps it in force?
Indexed UL	Index-based crediting formula	Caps, spreads, participation rates, assumptions	Show me lower-crediting scenarios.
Variable life	Investment options	Market risk, fees, lapse risk	What could I lose?

INDEXED DOES NOT MEAN INVESTED IN THE INDEX

Indexed universal life uses an index-related formula for interest crediting. The cash value is in the insurance contract and is not directly invested in the stock-market index.

VARIABLE MEANS INVESTMENT RISK

Variable life is a securities product. Cash value depends on the selected investment options, fees, and market performance; loss is possible.

Cash value: understand the whole transaction

Cash value can be useful, but policy access changes the policy.

Before you borrow or withdraw, ask these questions:

- ☐ How much cash value is available today?
- ☐ What is the cash surrender value?
- ☐ What interest rate applies to a policy loan?
- ☐ How will the loan or withdrawal affect the death benefit?
- ☐ Could the policy need more premium later?
- ☐ What happens if the policy lapses with a loan outstanding?
- ☐ Could there be tax consequences in my situation?

Illustrations: separate promises from assumptions

An illustration helps you understand scenarios. It is not a guarantee of future non-guaranteed values.

Guaranteed	Non-guaranteed
Values, premiums, benefits, or charges that are guaranteed by the contract at issue.	**Values that depend on current assumptions, crediting, dividends, or other changing factors.**
Ask: What is the minimum contractual outcome if I meet the required funding?	Ask: What happens if the assumptions are lower than illustrated?

MY ILLUSTRATION QUESTIONS

What premium is shown? ______________________
What is guaranteed? _________________________
Which values can change? _____________________
What lower-assumption scenario do I want to see? _________________________

A strong comparison uses illustrations that solve the same need and clearly separates guarantees from assumptions.

Living benefits: read the trigger, not the headline

“Living benefits” can refer to different riders and accelerated-benefit provisions.

TRIGGER

What event qualifies — terminal, chronic, critical illness, or something else?

AMOUNT

How much of the death benefit can be accessed?

COST

Is there a rider charge, discount, interest, or other adjustment?

EFFECT

How will the payment change the remaining death benefit and cash value?

TAXES / BENEFITS

Could tax rules or public-benefit eligibility matter?

My rider notes:

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Underwriting: make the application easier on yourself

A little preparation can prevent avoidable delays and confusion.

- ☐ Legal name, date of birth, address, identity information
- ☐ Doctors, medical history, medications, and recent testing
- ☐ Tobacco / nicotine use
- ☐ Occupation and job duties
- ☐ Driving history and hazardous hobbies or travel, when asked
- ☐ Income, net worth, or financial purpose for larger cases
- ☐ Existing and pending life-insurance coverage

ACCURACY MATTERS

Answer the carrier application honestly and completely. Review the application before signing. Personal health, financial, beneficiary, and policy details should stay out of public webinar chat and be handled through secure channels.

Beneficiaries and ownership: get the instructions right

A good policy can still create problems if the ownership or beneficiary designations are outdated or unclear.

Role	Name / entity	Share	Reviewed?
Primary beneficiary		____ %	☐
Additional primary		____ %	☐
Contingent / backup		____ %	☐

Ownership check

- ☐ Who owns the policy? ______________________________
- ☐ Is the owner also the insured? ☐ Yes ☐ No
- ☐ Who can change beneficiaries, take loans, assign, or surrender the policy?
- ☐ Do trust, business, divorce, gift, or estate issues require legal / tax review?

COMPLEX SITUATIONS DESERVE COORDINATION

Minors, trusts, special-needs planning, businesses, ownership transfers, charitable planning, and estate issues may require legal and tax advice in addition to insurance guidance.

Review what you already own before replacing it

Sometimes the solution is a change, a funding adjustment, or a beneficiary update — not a brand-new policy.

- ☐ Current death benefit and premium
- ☐ Guaranteed and non-guaranteed values
- ☐ Cash value and surrender value
- ☐ Outstanding loans or withdrawals
- ☐ Active riders
- ☐ Owner and beneficiaries
- ☐ Term conversion or renewal deadlines
- ☐ Latest in-force illustration or policy statement

IMPORTANT

Do not cancel existing coverage until new coverage has been issued, received, and reviewed. Replacing a policy can involve new underwriting, new costs, surrender charges, and different guarantees.

What problem would a replacement solve?

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Business and legacy: focus on liquidity and continuity

Life insurance can be useful when cash needs to show up at a specific time for a specific reason.

KEY PERSON

Help the business absorb the loss of someone essential to revenue, operations, credit, or relationships.

BUY-SELL FUNDING

Provide liquidity that may help carry out a properly drafted ownership-transfer agreement.

DEBT / GUARANTEE EXPOSURE

Create cash for obligations tied to an owner or key person.

SUCCESSION / EQUALIZATION

Help when a business or concentrated asset is difficult to divide fairly among heirs.

COORDINATE THE STRUCTURE

Business-owned and trust-owned life insurance can raise legal, tax, accounting, consent, and documentation issues. Use the right professionals for the structure — not just the policy.

Your 30-day life-insurance plan

Good planning is steady. You do not have to solve everything tonight.

WEEK 1 — INVENTORY

List employer and individual coverage, owners, beneficiaries, premiums, riders, cash value, and loans.

WEEK 2 — DEFINE THE NEED

Estimate the amount, purpose, and time horizon of the protection gap.

WEEK 3 — COMPARE

Review comparable quotes or illustrations. Separate guarantees from assumptions.

WEEK 4 — DECIDE AND DOCUMENT

Complete underwriting if appropriate, review the issued contract, and schedule future reviews.

My next three actions

☐ ____

☐ ____

☐ ____

READY FOR A PERSONAL COVERAGE CONVERSATION?

The no-obligation application gives Community Solutions a secure starting point for fact-finding and underwriting. Submitting an application does not obligate you to buy coverage. Eligibility, pricing, product availability, and final coverage are subject to carrier underwriting and approval.

Start the no-obligation application

www.mywealthbuildingblocks.com

Educational references: National Association of Insurance Commissioners (Life Insurance; Life Insurance Illustrations), U.S. SEC Investor.gov (Variable Life Insurance), and Internal Revenue Service life-insurance proceeds guidance.