



THE IDEA

Self Completing College Funding

THE NEED

Many parents want to set aside funds to help with some or all of their children's college expenses. Even small amounts invested on a regular basis can grow over a period of years to a meaningful amount. The problem is what if something happens along the way to get in the way of that investing? What if one or both of the parents die too soon before enough money has been put aside?

Parents can back up their college investing with a term life insurance policy. For what in most cases is a few dollars a month, parents can insure that if something should happen to them funds will be available that can be used for their children's college expenses.

USE WITH

Parents of young children or new parents

SOLUTION

Term Life Answers

- Provides the necessary protection for the desired length of time
- Competitive standard nontobacco rates for clients ages 40-60
- Funds available at time of death regardless of investment success

HOW TO PRESENT TO CLIENT

Use [this flyer](#) to show clients how life insurance can protect college investing for children.