

Sit Back and Relax with Cool New Rates

Legal & General America has competitive new term rates and great pricing for both annual and monthly premium payments.



Consistent, Competitive Pricing

Legal & General America - June 26, 2018 OPTerm Rate Change:
At all ages, classes, amounts, and durations, OPTerm pricing for Banner ranks #1 - 78% of the time. For William Penn, pricing ranks #1 - 72% of the time.*

How To Market

We've made it easier for you to market to brokers and consumers. Our term marketing includes flyers, videos and social media content to share.
Agent and Consumer Kit

Term Life Marketing Kit



Getting Started
Legal & General America has been a term pricing leader for over 15 years. We're the term carrier you can count on to bring you consistent, competitive pricing and automated, simple solutions.

We've created a term life insurance campaign, with lots of marketing materials for you to share with agents. We want to make it easier for you to spread the news to your agents and help them reach out and educate consumers and potential clients about the need for life insurance and the affordability of guaranteed term.

Just pick and choose what works for you. Access the full range of materials (videos, flyers and social media graphics), then decide which ones fit best with who you want to reach out to—and how. All materials are already pre-approved with compliance from Legal & General America.

Many flyers and other printable items can be personalized, so just fill in your contact information. In most cases, if you are able, we've left room for you to add your logo next to the Legal & General America logo if you would like to co-brand a piece.

Term Microsite
Have you seen our term microsite? It's a great resource for both agents and agents. No login required! You'll find all the materials in this kit at www.lgamerica.com/term.

You can also find a full catalog of marketing materials on the Partner Dashboard, partner.lgamerica.com.

Share Videos
Share this video with agents to promote Legal & General America.
Share with clients to help educate them about the need for life insurance.

12 TRILLION REASONS TO SELL
"The [US insurance market] contains ample growth opportunities. Over 60 million households need more life insurance coverage. The average size of their coverage gap is \$200,000. This means the sales potential of the underinsured market is \$12 trillion. It is expected to grow by over \$300 billion per year."

Source: National Life Underwriting Association (NLUA) 2017 Market Outlook Report, October 2017. NLUA is a trade association representing the life insurance industry. The information is not intended to be used as a basis for investment decisions. The information is not intended to be used as a basis for investment decisions. The information is not intended to be used as a basis for investment decisions. The information is not intended to be used as a basis for investment decisions.

For Consumers Use Personalizable Flyers

Download these PDF flyers, postcards and envelope stuffers, and personalize most if you wish. Use them digitally or print to share with clients.

Consumer protection and financial strength brochure

Term \$1 million coverage

Look to us - consumer term insurance protection digital booklet

Term protection \$250K postcard

Needs analysis sheet - Help your client decide how much life insurance they need

Look to us - consumer term insurance protection digital booklet

*Price rankings based on both Banner and William Penn OPTerm monthly pricing at quinquennial ages.