



LIAM Social Media Posts

September is Life Insurance Awareness Month and we're giving you the facts all month long on why life insurance is an important part of securing your financial future for you and your family. Stay tuned! #LIAM20

Life insurance is the best way to protect your loved ones if you or your income were no longer available. Money from life insurance can be used to cover daily living expenses, mortgage/rent payments, outstanding loans, college tuition, and other essential expenses. #LIAM20

Some types of life insurance create a cash value that can be held as retirement savings or withdrawn at the owner's request to cover any rainy-day expenses. Buying a cash-value type policy can generate a "forced" savings plan.

DYK: Many whole life policies can be purchased with an option or 'rider' that can provide resources to pay for long-term care? Learn more here: <https://lifehappens.org/long-term-care-insurance-101/>

Close to half (46%) of U.S. adult consumers did not own life insurance and 44% said they would feel a financial impact within six months if the primary wage earner were to pass away. Check out @lifehappens assessment to see why you need life insurance. <https://lifehappens.org/life-insurance-needs-calculator/>

According to @lifehappens, results show that 40% of people who own life insurance wish they purchased policies at a younger age. The time is now to take action and secure an affordable rate to protect your loved ones. #LIAM20

Half (50%) of Millennials believe the estimated yearly cost for a \$250,000 level-term life insurance policy for a healthy 30-year-old is over \$1000, when it's roughly estimated to \$160 per year. Protect your family's assets by purchasing a life insurance policy today. #LIAM20

Life insurance is a basis to a well-rounded financial plan. You should change your life insurance policy based on major life events such as getting married, having a baby, starting a business, etc. #LIAM20

In a survey by Statista, 57% of Americans had life insurance in 2019. The most common reason for Americans to take out life insurance is to cover funeral expenses and repay debt. #LIAM20



A @businessinsider article revealed that only 30% of Americans with life insurance have sufficient coverage. That means 6 out of 10 Americans have life insurance. Now is the time to consider planning for your family's future. #LIAM20

According to @lincolnfinancial survey, 36% of participants said the global health crisis makes owning life insurance more important. #LIAM20