



## What do life insurance and coffee have in common?

There is a misconception about the cost of insurance. The truth is, you can purchase life insurance protection for less than the cost of a cup of coffee. Let's take a look:

### What a Daily Cup of Coffee Costs...

At \$2.70 on average for a cup of hot coffee, purchased 5 days a week, the cost is around:



**\$54 / month<sup>1</sup>**

### What People Think Life Insurance Costs...

In a survey, when people were asked how much they thought life insurance might cost, they guessed:



**\$40 / month<sup>2</sup>**

### What Life Insurance Actually Costs...

A 30-year-old non-smoking male could buy a \$250,000 20-Year Term policy for as low as \$12.71 a month.



**\$12.71/ month<sup>3</sup>**

**It's a fact: For less than the cost of a cup of coffee a day, you can protect the people you love and achieve peace of mind.**

Let's grab a cup and talk. For more information, please contact your local agent.

<sup>1</sup>[www.gobankingrates.com/saving-money/food/cost-cup-coffee-around-world/](http://www.gobankingrates.com/saving-money/food/cost-cup-coffee-around-world/). <sup>2</sup>2021 Insurance Barometer Study, LIMRA: As per the survey respondents the median annual cost of a \$250,000 term life policy for a healthy 30-year-old was \$500 per year or more. <sup>3</sup>The rate for an SBLI 20-Year Term, \$250,000 coverage amount, for a 30-year-old, healthy male is \$12.71 a month. Monthly premiums are available only when using SBLI's Automatic Payment Plan. Rates vary by age, gender, health, and amount of insurance. Policy form B-56 series.

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