

**GERBER LIFE WHOLE LIFE INSURANCE PLAN —
MORE WAYS TO PROTECT LOVED ONES**

**BE A HERO
TO YOUR CLIENTS
WITH GERBER LIFE**

Presenter Name:

Title:

Date:



**Gerber Life
Insurance**

Copyright ©2021 GerberLife Insurance
Company, White Plains, NY 10605.
Gerber Life Insurance is a trademark. Used
under license from Société des Produits Nestlé
S.A. and Gerber Products Company.
**FOR AGENT USE ONLY. NOT TO BE USED
WITH CONSUMERS.**



EVEN A HERO HAS CHALLENGES NOW, IT'S EASIER FOR AGENTS TO PROTECT FAMILIES, SAVE TIME AND BE MORE PRODUCTIVE

- Heroes overcome challenges with determination and the right tools and allies.
- Gerber Life is an ally to agents by helping them face challenges head on, so agents can:
 - Help families get the life insurance coverage they need for their situation.
 - Take advantage of powerful tools to help streamline the sales process.
 - Assist clients in making the right financial decisions for them and their families.

HELPING FAMILIES BUILD A BRIGHTER FINANCIAL
FUTURE — **THAT'S A JOB FIT FOR A HERO**



**Gerber Life
Insurance**



CHALLENGE #1

OVERCOMING BARRIERS TO PURCHASING LIFE INSURANCE CAN BE COMPLICATED

ISSUES

- Some people don't feel they need life insurance.
- There is a perception that life insurance is too expensive to buy.
- The process to purchase life insurance takes too long.

SOLUTIONS

With Gerber Life, millions of people have helped protect their families. Agents can be a hero to their clients by offering life insurance solutions that:

- are designed to be affordable.
- Provide a building block and foundation for a financial plan and can help individuals be more prepared if something were to happen to them.
- Protect families and can help pay debt or provide an income to support a financially dependent family member (spouse, elderly parent, child etc.).
- Provide an almost instant decision in cases where simplified underwriting and digital or telephone applications are used in order to streamline the buying process.



CHALLENGE #2

THE SALES PROCESS IS CHALLENGING

ISSUES

Selling life insurance can be complicated:

- Illustrations are difficult for individuals to read and understand.
- Applications are difficult to complete and submit for processing.
- Individuals on a budget are sensitive to increasing out-of-pocket costs for insurance plans.

SOLUTIONS

With Gerber Life, we promise a less complicated process with products that are easy to sell:

- The selling process is efficient and compliant, so agents can spend less time on paperwork and more time on what they do best — helping to protect families.
- There are no required illustrations since products provide many guarantees.¹
- Applications are generally one page, and easy to complete and submit.
- Agents have the tools they need to quote products quickly, electronically submit business in good order, and get underwriting decisions quickly.
- Products are designed to be affordable, and premiums are fixed so that individuals on a budget can get the protection they need at a reasonable cost.



¹ Premiums, cash value and death benefits are guaranteed, and policy will remain in force as long as premiums are paid on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.

CHALLENGE #3

HELPING CLIENTS MAKE THE RIGHT DECISIONS ABOUT THEIR FINANCIAL FUTURE CAN BE DIFFICULT

ISSUES

- Company name recognition and reputation are important considerations for individuals when purchasing insurance.
- Products can be complex for individuals to understand.
- Some products don't provide permanent coverage or may not have guarantees (UL, IUL) and may shift some of the risk to the consumer, which can lead to future challenges for the client and the agent.

SOLUTIONS

With Gerber Life, agents can do the right thing and be a hero to their clients:

- A trusted brand for decades and a name synonymous with trust and family caring.
- A strong and financially stable company that puts clients and their families first.
- Products are simple to explain and easy for clients to understand.
- Products come with guarantees (which shift the risk away from clients) and provide the opportunity to obtain permanent coverage that can last a lifetime.²



² Premiums, cash value and death benefits are guaranteed, and policy will remain in force as long as premiums are paid on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.



HELP YOUR CLIENTS WORRYLESS AND PROTECT THEIR FAMILIES THE LAST THING A FAMILY NEEDS TO WORRY ABOUT IS HOW THEY ARE GOING TO PAY BILLS AND MANAGE EXPENSES WHEN A FAMILY MEMBER IS GONE

- When a loved one passes, it's a time of great emotional stress.
- A family could be left with a great deal of expense that may be difficult for them to pay, including:
 - Daily living expenses.
 - A mortgage or other outstanding debt.
 - Costs associated with a dependent family member.

Gerber Life's Whole Life Insurance Plan can help your clients protect their families and ensure no one inherits all of your clients' debt at the time of their passing.



**GERBER LIFE
WHOLE LIFE INSURANCE PLAN**

WHOLE LIFE INSURANCE

WHOLE LIFE INSURANCE PROTECTION FOR A LIFETIME

- Premiums designed to be affordable and guaranteed not to increase during the life of the policy.³
- Simplified or Full Underwriting — depending on age and coverage amounts.
- Guaranteed Death Benefit.³
- Guaranteed cash value accumulation.³

³ Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash value are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. Cash value will be reduced by any policy loans. The policy loan interest rate is 8%.

⁴ The ADB Rider is subject to a minimum of \$10,000 and is included with the issued policy. There is no additional premium cost. The Rider benefits allow for the insured, if diagnosed with a terminal illness, to request a portion of the death benefit while still living. **The following information pertains to applicants in California: “This is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. This policy or certificate does not provide long-term care insurance subject to California long-term care insurance law. This policy or certificate is not a California Partnership for Long-Term Care program policy. This policy or certificate is not a Medicare supplement (policy or certificate). Receipt of accelerated death benefits may be taxable.”**

- Easy to apply:
 - Streamlined application/Issue ages 18–70.
 - Face amounts from \$25,000 to \$1,000,000 (minimum of \$101,000 for age 50 and above).
 - Accelerated Death Benefit (ADB) Rider included:⁴
 - No additional premium cost.
 - Rider Minimum: The greater of \$10,000 or 10% of the death benefit.
 - Disability Waiver of Premium Rider available for an additional cost.⁵
 - Quick underwriting decisions — generally within a minute for digital and telephone applications from individuals under age 51 seeking up to \$300,000 in coverage.⁶

⁵ Disability Waiver of Premium Rider is not available in California.

⁶ Gerber Life will search databases for prescription history, motor vehicle records and medical information in order to provide an almost instant decision (within a minute) for most of the simplified issue digital and telephone applications submitted during normal business hours.



WHOLE LIFE INSURANCE UNDERWRITING REQUIREMENTS AT A GLANCE

The table below provides a snapshot of the underwriting requirements for Gerber Life Whole Life Insurance.

WHOLE LIFE UNDERWRITING REQUIREMENTS					
Product Parameters: Age Range: 18–70 Years Old Face Amount Range: \$25,000–\$1,000,000 (Age 50 and above, minimum = \$101,000)					
Criteria	No Medical Exam	Simplified Underwriting ⁷	Underwriting Decisions Within a Minute ⁸	Full Underwriting ⁹	MIB, MVR & RX Databases
Applicants: Under age 51 Face Amount Up to \$300,000	✓	✓	✓		✓
Applicants: Age 51 and over Face Amount Over \$100,000				✓	✓
Applicants: All (Ages 18–70) Face Amount Over \$300,000				✓	✓

⁷ **Simplified Underwriting:** No medical exam required. Applicant will need to answer only a few health questions.

⁸ **Quick Underwriting Decisions:** Gerber Life will search databases for prescription history, motor vehicle records and medical information in order to provide an almost instant decision (within a minute) for most of the digital and telephone applications submitted during normal business hours from individuals under age 51 seeking up to \$300,000 in coverage.

⁹ **Full Underwriting:** Medical exam with bodily fluids required.



WHOLE LIFE INSURANCE MEDICAL EXAM (PARAMED) PROCESS

STEPS

Brief Medical Exam Required for Applicants:
Age 51 and Above Seeking Over \$100,000 in Coverage / Age 18–70 Seeking Over \$300,000 in Coverage

PROCESS SHOULD BE COMPLETE WITHIN 5 TO 10 BUSINESS DAYS, DEPENDING ON APPLICANT AVAILABILITY

STEP 1
Medical Exam
Ordered

Writing Agent or MGA is notified by Gerber Life that a Paramed is required and was ordered and to notify the applicant. Gerber Life also notifies Applicant that Exam One will reach out to schedule an appointment for the exam.

Exam One contacts the Applicant to set up the time and location for the exam.

STEP 2A
Medical Exam
Appointment Confirmed

Exam One updates portal of the date and time of the appointment.

Email sent to Agent exam required.

Email sent to Agent exam is scheduled.

STEP 2B
If Applicant Declines Exam
or Can't Be Reached

Exam One updates status.

Writing Agent contacts Applicant to follow up re: appointment.

Email sent to Agent exam is cancelled.

Note: Preferred bill date will move to following month if medical exam has not been completed a few days in advance of the preferred bill date

STEP 3
Medical Exam Complete
and Results Available

Exam One updates status that medical exam is complete, and results will be available in 2 to 3 business days.

Gerber Life completes underwriting. Underwriting decision also available on the Gerber Life Agent Portal.



**Gerber Life
Insurance**

WHOLE LIFE INSURANCE AFFORDABLE RATES AND MORE CONVENIENT WAYS TO PAY PREMIUMS

- ACH — Discount up to 16% on monthly ACH payments
- Credit Card — Visa or MasterCard
- Check
- Direct Express

WHOLE LIFE INSURANCE — SAMPLE MONTHLY PREMIUMS ¹⁰						
	\$100,000		\$250,000		\$500,000	
Age	Male	Female	Male	Female	Male	Female
25	\$77.75	\$69.08	\$198.75	\$190.42	\$367.50	\$330.00
35	\$102.58	\$91.25	\$263.34	\$260.21	\$505.00	\$421.67
45	\$150.42	\$133.50	\$400.84	\$359.17	\$755.01	\$671.67

¹⁰ Monthly rates shown above include a 16% discount on monthly ACH payments (preauthorized checking). Best rates available.



WHOLE LIFE INSURANCE CLIENT PROFILES¹¹

Below is a summary of potential buying reasons and life event triggers that can be used as a guideline when targeting individuals for a Gerber Life Whole Life Insurance Plan.

Buyer Type:	✓ New or add to coverage
Buying Reasons:	✓ Income replacement, mortgage payoff, charitable gift, business purposes
Life Events:	✓ New child, new home, received substantial assets, started/expanded business, offered coverage at work

¹¹ "Who Buys What and Why," LL Global/LIMRA 2017 U.S. Individual Life Insurance Consumer Survey, page 8.



WHOLE LIFE INSURANCE

GERBER LIFE WHOLE LIFE VS COMPETITORS' UNIVERSAL LIFE COMPARISON

Your clients may want to understand the differences between **Gerber Life's Whole Life Insurance**, which provides lifelong coverage with the premium, cash value and death benefit amounts guaranteed (as long as premiums are paid) and **competitors' Universal Life Insurance**, which offers flexible premiums and death benefits, but depends on a fluctuating interest rate that could potentially become a financial burden.

Gerber Life Whole Life Insurance

Risk is shifted to Gerber Life in the form of the guarantees provided:

- Guaranteed death benefits.¹²
- Fixed premiums that don't increase over the life of the policy which makes budgeting predictable.²
- Guaranteed cash value accumulation.¹²
- Lifetime protection as long as premiums are paid.
- No illustrations required.

¹² Policy will remain in force, premiums are guaranteed not to increase, and the death benefit and cash value are guaranteed as long as payments are made on time and within the Grace Period specified in the policy. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.



Competitors' Universal Life and Indexed Universal Life (UL & IUL)

Some risk is shifted to the insured in terms of managing the premiums so the policy does not lapse and the cash value is funded:

- Policy growth is not guaranteed (has the potential to earn more or less than a whole life policy).
- IUL performance depends on equity returns or the interest rate credited (subject to interest rate caps and participation rates).
- Internal administrative and mortality fees, charged against the cash value, can change at the discretion of the insurance company (subject to guarantees in the policy).
- If the cash value does not grow as projected by the insurance company, the insured may have to pay more in premiums to make up the difference in the cash value, especially at older ages.
- Places more risk on the insured to maintain the policy and manage the flexible premiums (how much to pay and when to pay).

WHOLE LIFE INSURANCE SALES TIP

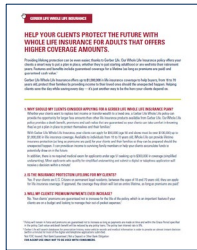
Consider individuals (U.S. Citizens and permanent legal residents between ages 18–70) who:

- May have an existing policy but are underinsured and need to add to their coverage.
- Want to provide an income to loved ones to help pay off a mortgage and other debt.
- Place value on guarantees and are looking for simplicity, predictability and an easy buying experience.



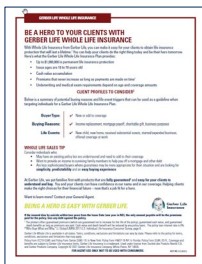
WHOLE LIFE INSURANCE MARKETING MATERIALS

Available on the Gerber Life Agent Portal:



AGENT REFERENCE GUIDE Whole Life Insurance

Handy reference guide that provides product details and sample premiums.



CLIENT PROFILE AND SALES TIP FLYER

Provides agents with a client profile and sales idea to help them maximize their sales efforts for Gerber Life Whole Life Insurance.



CONSUMER BROCHURE

Handout for clients that explains Gerber Life Whole Life Insurance.

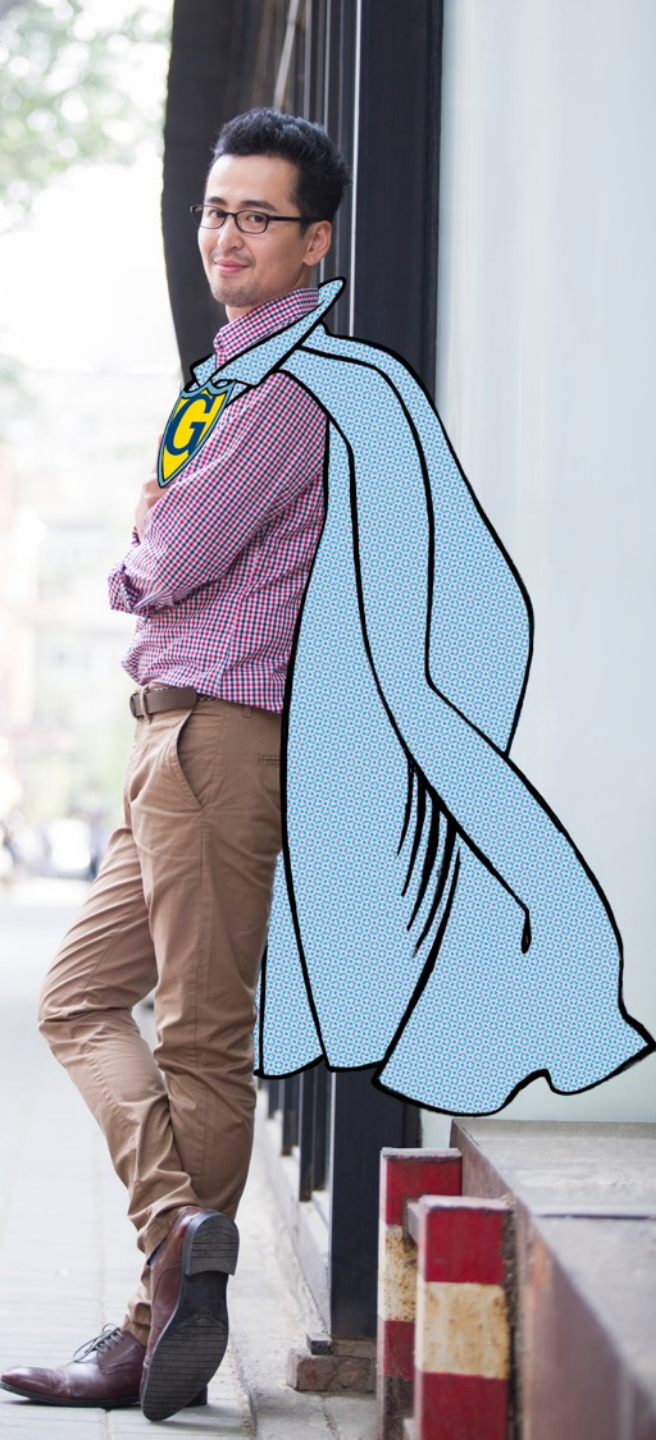


CONSUMER SALES PROPOSAL

Customized sales proposal that contains quote information and product details.

Note: Additional information can also be found in the Underwriting Field Guide for Gerber Life Whole Life Insurance.





GERBER LIFE VS THE COMPETITION

Gerber Life's Whole Life Insurance provides permanent life insurance protection with guarantees,¹³ simplicity and an easy buying experience. This chart shows you how we compare to competitors' Universal Life policies. You'll see that Gerber Life's Whole Life policy checks all the boxes.

Features	Gerber Life Whole Life	Competitor Universal Life	Competitor Indexed Universal Life
Guarantees: Cash Value, Death Benefit, Premium	X ¹³	X ¹⁴	X ¹⁴
No Complex Illustrations	X		
Simple One Page Application	X		
Fast Quotes	X	X	X
Quick Underwriting Decisions	X ¹⁵		
Simple Product Design	X		

¹³ The product offers guaranteed premiums (which are guaranteed not to increase for the life of the policy), guaranteed cash value and a guaranteed death benefit as long as premiums are paid. Cash value and death benefit will be reduced by any policy loans. The policy loan interest rate is 8%.

¹⁴ UL and IUL offer minimum guarantees, which may or may not occur depending on policy charges or interest rates. Check the policy for full details.

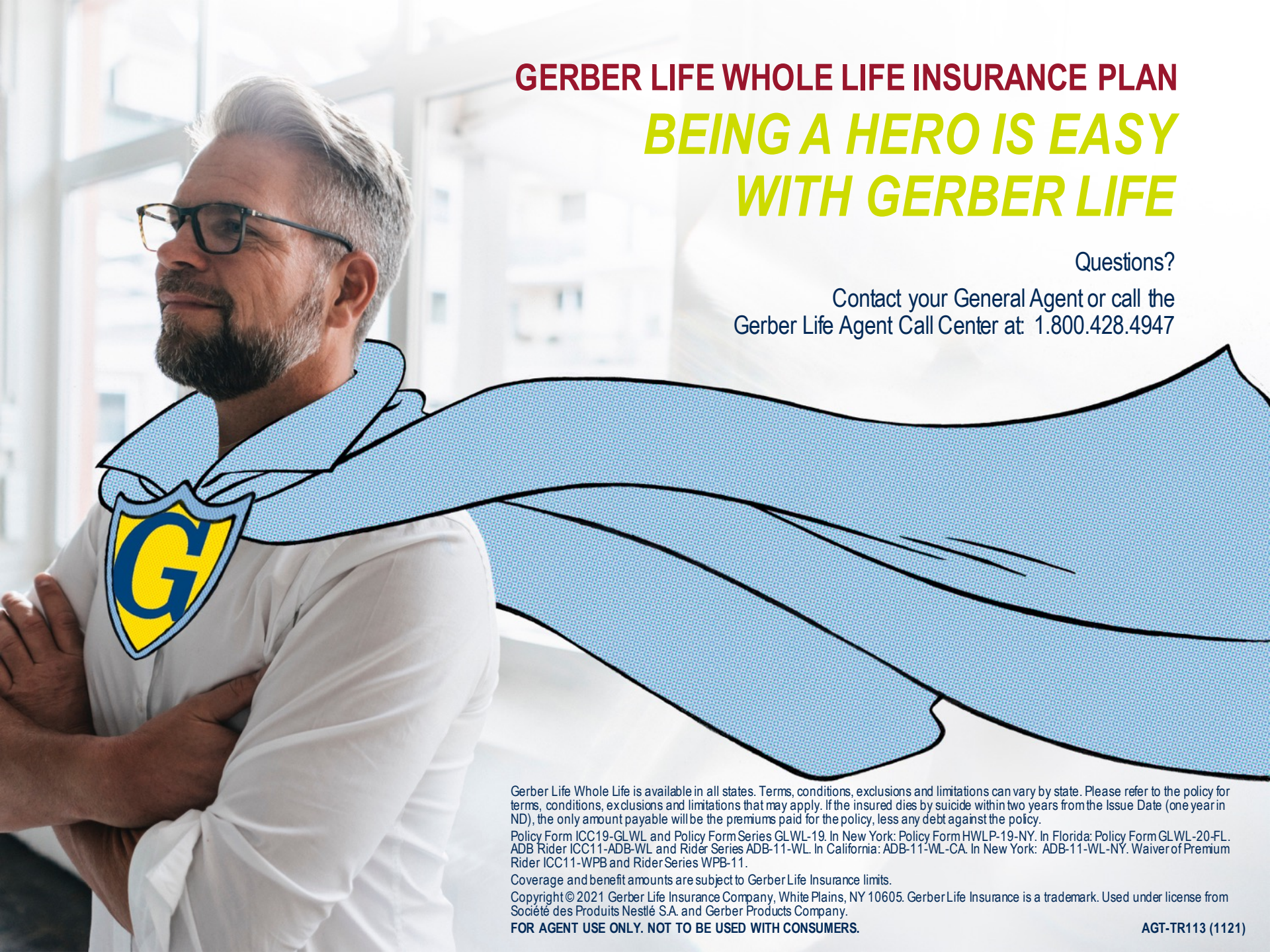
¹⁵ For applicants under age 51 seeking coverage up to \$300,000, no medical exam is required. For applicants age 51 to 70 seeking over \$100,000 in coverage, as well as all applicants seeking over \$300,000 in coverage, a medical exam is required. Quick underwriting decisions are only available to applicants not requiring a medical exam.



SUBMITTING BUSINESS ON GERBER LIFE'S AGENT PORTAL

- Agents can run a quote by logging into either the Agent Portal¹⁶ or our mobile App, Agent Zone, and clicking on Whole Life.
- Business can be submitted either by sending a digital application through Gerber Life's Agent Portal for faster submission and processing, or by mailing a completed paper application to Gerber Life Insurance Company.

¹⁶ You must have a Gerber Life Agent ID to access the Gerber Life Agent Portal. If you do not have a Gerber Life Agent ID, please contact your General Agent.



GERBER LIFE WHOLE LIFE INSURANCE PLAN

BEING A HERO IS EASY WITH GERBER LIFE

Questions?

Contact your General Agent or call the
Gerber Life Agent Call Center at: 1.800.428.4947

Gerber Life Whole Life is available in all states. Terms, conditions, exclusions and limitations can vary by state. Please refer to the policy for terms, conditions, exclusions and limitations that may apply. If the insured dies by suicide within two years from the Issue Date (one year in ND), the only amount payable will be the premiums paid for the policy, less any debt against the policy.
Policy Form ICC19-GLWL and Policy Form Series GLWL-19. In New York: Policy Form HWLP-19-NY. In Florida: Policy Form GLWL-20-FL. ADB Rider ICC11-ADB-WL and Rider Series ADB-11-WL. In California: ADB-11-WL-CA. In New York: ADB-11-WL-NY. Waiver of Premium Rider ICC11-WPB and Rider Series WPB-11.
Coverage and benefit amounts are subject to Gerber Life Insurance limits.
Copyright © 2021 Gerber Life Insurance Company, White Plains, NY 10605. Gerber Life Insurance is a trademark. Used under license from Société des Produits Nestlé S.A. and Gerber Products Company.
FOR AGENT USE ONLY. NOT TO BE USED WITH CONSUMERS.