## What's the best life insurance for your needs?

Term, permanent or a combination

## **TERM**

- Temporary need
- Lower initial cost
- Increasing premium at renewal
- Pay as you go
- Fixed expiry date
- Fixed value over a limited time period
  - Level death benefit
  - No cash value
- Benefit paid at death

Combination of term and permanent

## **PERMANENT**

- Permanent need
- Higher initial cost
- Level premium with built-in flexibility
- Buy and own
- Coverage for life\*
- Increasing value over your lifetime\*
  - Level or increasing death benefit
  - Access to tax-advantaged accumulated cash value
- Receive benefits during life and at death
  - Access to cash value while living
  - Life insurance proceeds at death

\* As long as premiums continue to be paid or there is cash value in the policy



A division of London Life Insurance Company