

5 ways Americans are using life insurance to protect wealth

Today, many Americans understand the importance of protecting their wealth. As they progress through life, they also know that the need to protect their wealth becomes more significant. That's why they're using life insurance to help them reach their goals. More than just a death benefit, life insurance is helping them provide for their loved ones, protect their assets from tax risk, build cash value, supplement their income, and create wealth for the next generation.

We asked individuals how life insurance helps them throughout their lives, and here's what they had to say.

Protecting their wealth



74% believe that having life insurance is an important step in protecting their wealth.*

79% find that life insurance is a smart way to pass wealth to the next generation.†

Creating a legacy



Having the security of income replacement

76% say that life insurance can be a valuable source of income replacement. More than **3 in 5** are confident that life insurance benefits can help provide important financial protection and security for their loved ones in the future.†



Owning life insurance helps Americans feel confident about their future.

Staying in control



feel more in control of their life, health and financial future.*

feeling retirement ready



Ask your advisor how you can achieve your goals with Lincoln life insurance.

*Whitman Insight Strategies (WINS) on behalf of Lincoln Financial Group, "Special Report: M.O.O.D. Life Insurance Deep Dive," July 2015.

†Lincoln Financial Group study, "Assessing the Relevance of Life Insurance," 2014.

Put Lincoln Wealth Protection Expertise to work for you. Call 855-831-7067, or visit WealthProtectionExpertise.com.

Lincoln Financial Group is committed to helping Americans plan for retirement, prepare for the unexpected, and protect their wealth from five key challenges: taxes, long-term health costs, longevity, inflation, and market risk.

Rely on Lincoln for the knowledge and experience to help you address these challenges. Lincoln Wealth Protection Expertise combines state-of-the-art products, seasoned wholesalers and specialists, and powerful visualization tools to assist you in protecting client wealth and planning financial outcomes.

Lincoln knows life. Rely on us for solutions to help you protect your financial future and build wealth.

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Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
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