

# PROTECTING YOUR INCOME — TWO WAYS





**CROWE & ASSOCIATES**  
Individual & Group Benefits

**DISABILITY AND LIFE INSURANCE** help you take care of those who count on you. These solutions also help protect your financial foundation so you can achieve your goals.



## HOW CAN I PROTECT MY FINANCIAL FOUNDATION?

### Two Ways to Protect Your Income AND Financial Foundation

**1**    
**INDIVIDUAL DISABILITY INCOME (DI) INSURANCE**

Provides a tax-free "living" benefit to help cover daily expenses if you become too sick or hurt to work.

1 When policy is paid for with after-tax dollars.

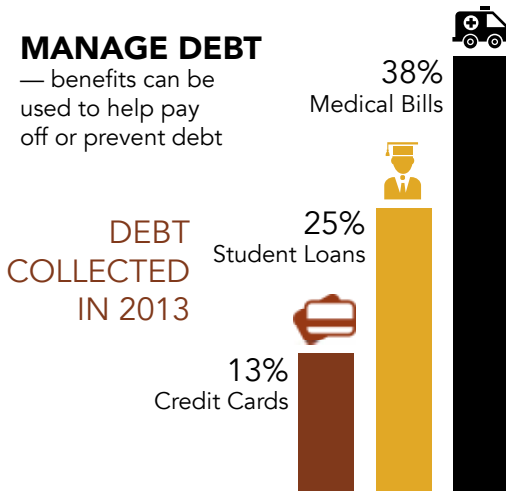
**2**    
**LIFE INSURANCE**

Provides a tax-free<sup>1</sup> death benefit to help ensure the people you care about most are provided for financially — even if you aren't there.

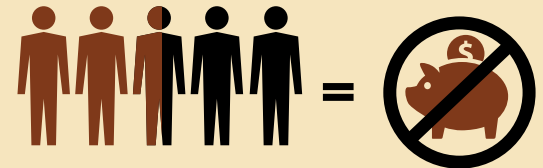
## WHY IS IT IMPORTANT TO PLAN?

### MANAGE DEBT

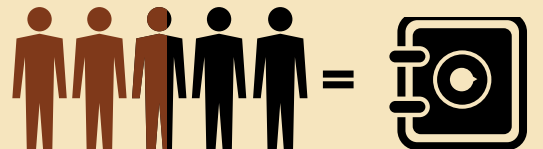
— benefits can be used to help pay off or prevent debt



**52%** of Americans either have no emergency fund or could only cover up to two months of living expenses with emergency savings if their income stopped.<sup>2</sup>



**61%** of Americans are concerned about their long-term financial future.<sup>3</sup>

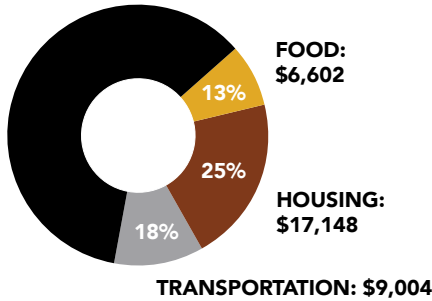


2 Principal Financial Well-Being Index, Emergency Fund statistics, First Quarter 2014. 3 NerdWallet Health Analysis of Ernst & Young's 2014 report on third-party debt collection

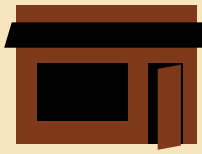
# WHAT COULD I USE INSURANCE BENEFITS FOR?

## TOP FIVE REASONS TO PREPARE FOR THE UNEXPECTED

**1 MEET DAILY LIVING EXPENSES**  
Top 3 things the average American spent his or her paycheck on in 2013<sup>4</sup>



## 2 KEEP YOUR BUSINESS OPEN



Nearly half of all business owners do not have a business succession plan.<sup>5</sup>

## 3 FUND A CHILD'S EDUCATION



The average annual cost of tuition with room and board for a 4-year college is \$29,660.<sup>6</sup>

## 4 STAY ON COURSE TO ACHIEVE RETIREMENT GOALS



Experts recommend saving at least 10% of your income to help achieve retirement security.

## 5 PAY FOR FUNERAL OR MEDICAL EXPENSES



The median cost of a funeral is \$8,343.<sup>7</sup> The average cost of a chronic illness is \$5,362 PER PERSON per year.<sup>8</sup>

4 U.S. Department of Labor, Bureau of Labor Statistics – 2013 Consumer Expenditures, September 2014. 5 Principal Financial Well-Being Index, Third Quarter 2013. 6 Average of private and public schools for 2013. www.collegeboard.com. 7 2012, Cost of a Funeral with a Vault, National Funeral Directors Association (NFDA), www.nfda.org. 8 Among adults ages 18 and older. Milken Institute, Checkup Time: Chronic Disease and Wellness in America, Jan. 2014.

# WHAT ARE MY COVERAGE OPTIONS?

## FORTIFY INSURANCE GROUP CAN HELP, BUT HERE ARE A FEW BASICS:



**DISABILITY INCOME (DI) INSURANCE** helps protect your income.



**DISABILITY INCOME (DI) RETIREMENT SECURITY** helps protect your ability to save for retirement.



**TERM POLICIES** provide coverage for a specific length or "term" of time.



**PERMANENT LIFE POLICIES** offer long-term coverage, plus potential for cash value accumulation opportunities.

# ISN'T INSURANCE EXPENSIVE?

## THE FEAR

AMERICANS DON'T HAVE LIFE AND DISABILITY INSURANCE BECAUSE THEY BELIEVE THAT IT WILL BE "TOO EXPENSIVE."<sup>9</sup>

## THE REALITY YOU CAN PURCHASE LIFE AND DISABILITY INSURANCE FOR LESS THAN \$78/MONTH.

# \$78

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**CABLE SERVICE**



**HIGH-SPEED INTERNET**



**SMARTPHONE SERVICE**

A healthy male, age 35, can purchase the following policies:

- \$500,000 of term life insurance for LESS THAN \$22 A MONTH.<sup>9</sup>
- \$2,500 of monthly disability insurance benefits for LESS THAN \$56 A MONTH.<sup>10</sup>

9 Household Trends in U.S. Life Insurance, LIMRA, 2010 for life insurance. The Principal Well-Being IndexSM, First Quarter, 2013 for disability insurance. 10 Connecticut resident, non-tobacco, To Age 65 Benefit Period and Your Occupation Period, \$2,500 maximum monthly benefit, 90-day Elimination Period, 5A occupation class, Residual Disability and Recovery Benefit rider, and future increase riders.



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