Think about this: "Is your client's objective a permanent protection policy with cash value growth? Do you have a client whose only concern is not low premiums? Does your client want to access funds in 10 years to pay for college expenses of children?"

With its guarantees, cash value accumulation and potential to earn dividends, a whole life policy can be a critical part of a client's financial plan.

No matter what happens in the financial market, the premiums at the time of issue remain constant throughout the insured's lifetime.

A whole life contract guarantees that the policy's cash value will be equal to the face amount at insured's age 100. The built cash value can be used as a benefit during the insured's lifetime. While some universal life policies can offer guarantees, whole life is the only insurance product that guarantees a cash value increase each and every year.

If a whole life policy is purchased from a mutual company, the added benefit for the client is that of dividends. Customers who buy a participating whole life policy are eligible to receive a portion of the company's earnings known as "divisible surplus" in the form of dividends. These dividends can accumulate at interest, can be used to reduce premiums, can buy paid up insurance, can be used to repay a policy loan, etc.

Whole life is the only type of life insurance that offers

1. **Reduced Paid Up option:** The client's needs might change with time and the amount of coverage initially purchased may no longer be needed. Whole life insurance offers a contractual provision under which the death benefit can be reduced with no further premiums required. The Reduced Paid Up option takes the policy's total cash value (minus any debt), including that of any paid up additions, and uses it as a single premium for a paid up policy. No further premium payments are required, and no policy charges are deducted from the cash value, as they are with universal life.

2. **Extended Term non-forfeiture option:** provides term coverage for the policy's death benefit for as long as the cash value (minus any debt) will cover the term charges. The length of the term coverage is determined by the amount of cash value in the policy at the time this option is exercised.