

Life Buyer's Guide Outline: CEJ expanded version 170324 for 3-27-17 conference call

**Front Page:**

1. I'm interested in buying life insurance – [link to A](#)
2. I have a life insurance policy and have questions – [Link to B](#)

**A I'm interested in buying life insurance and want to learn more**

***A01. I know what life insurance product I want and want to learn more about it – Link to***

1. Term Life -- Link to A01-01
2. Whole (Permanent) Life -- Link to A01-03
3. Universal Life -- Link to A01-03
4. Indexed Universal Life -- Link to A01-04
5. Variable Life -- Link to A01-05
6. Variable Universal Variable Life -- Link to A01-06

[For each product type/page, highlight key features and cautions – section B for types of questions]]

***A02 – I want to learn about different products and how much life insurance I need***

1. What can life insurance do? What shouldn't I buy life insurance for?  
(Narrative, [Link to Decision Tree \(#2\)](#))

Purposes/Types of Life Insurance—some products serve two or more purposes!]

- Protection for family and loved ones if I die
- “A tax-advantaged investment”
- Long-term care or other future health-related catastrophic events
- Estate planning

2. I need help deciding what type of life insurance to buy (Decision Tree – links to product categories)
3. I need help figuring out how much life insurance to buy (Worksheet)
4. What should I know about different life insurance companies? How do I learn about life insurance companies?

5. Are the benefits in my life insurance policy guaranteed or backed by the government? What is a guaranty fund?
6. What is a life settlement and what should I know it?
7. What is a replacement and what should I know about it?
8. What types of professionals sell life insurance (list and describe the types). What are the differences?
9. Are people who sell life insurance required to put my interest first? Why is it important to ask to how the professional is paid to assist me? What questions should I ask the professional to determine if he or she is right for me?
10. Where else can I get help besides the insurance company, insurance agent or broker?
11. If I buy a policy and then decide I don't want it, what options do I have?

**B. I have a life insurance policy and have questions**

***B01: What type of life insurance policy do you have?***

1. Term Life -- Link to B01-01
2. Whole (Permanent) Life -- Link to B01-02
3. Universal Life -- Link to B01-03
4. Indexed Universal Life -- Link to B01-04
5. Variable Life -- Link to B01-05
6. Variable Universal Life -- Link to B01-06
7. I'm Not Sure – Link to B01-07

Possible Q & A for each product category (Note – the topic headings are intended for the working group, not consumers)

- Questions about filing a claim
- Questions about claim disputes
- Questions about finding lost policies
- Questions about claim benefits, including retained asset accounts
- Questions about premium increases
- Questions about riders
- Questions about replacements

I own a life insurance policy and I don't like it, but don't want to lose everything I've paid to date

I own a life insurance policy and I don't like it – what are my options for getting out of it or switching to something else?

- Questions about life settlements
- Questions about filing a complaint
- Questions about account values
- Questions about policy loans
- Questions about policyholder protection and guaranty funds
- Questions about where to go for help and role of the insurance department and other regulatory agencies