

PROTECTING YOUR FAMILY



How To Go About Buying Life Insurance

(NAPS)—There's more than one way to buy life insurance—and some are better than others.

According to the experts at the National Association of Insurance and Financial Advisors (NAIFA), there are four basic ways you can buy life insurance:

1. Through an agent or financial advisor. Most people buy life insurance this way. Determining how much and what kind of insurance to buy is a complicated decision. A qualified agent can help determine what kind of insurance is right for you.

2. At the workplace. Many employers provide, at their own expense, a "basic" life insurance benefit, often equal to one to two times your base salary. This is a nice benefit, but insurance experts believe that most people need anywhere from 5 to 15 times their net income. If you need more coverage, you can either purchase additional coverage through work (most group plans will offer this option) or buy the extra coverage on your own.

3. Via the Internet. You can get instant quotes, apply for, and even purchase policies online, but the better sites won't allow you to complete the purchasing process until you've spoken with a qualified insurance agent. Most Web sites only offer term insurance, not permanent. If you're about to buy a policy but aren't sure you're making the right decision, it's never a bad idea to run the quotes by an agent in your community.



Buying life insurance can be a complicated decision and having the advice of a qualified agent can make the decision easier.

4. Over the phone or by mail. There are a number of companies that advertise and market almost exclusively via toll-free numbers and/or direct mail solicitations. If you want to buy term insurance and you have a good sense of how much coverage you need, you may be able to get a good deal by buying directly. Just be aware of the limitations. Most direct sellers only offer term insurance, and you generally won't have the benefit of expert advice from a qualified life insurance professional.

To learn more about the many benefits of life insurance, visit the Life and Health Insurance Foundation for Education's Web site at www.life-line.org. To find a financial advisor, visit the National Association of Insurance and Financial Advisors' Web site at www.naifa.org.