

Help Protect Our Families



Dec. 3, 2021

Thank you for supporting the Help Protect Our Families campaign!

Week 45: This week we have third quarter life insurance sales results and the final *Executive Insights* video about how important a competitive benefits package is to attract and retain workers. We have also included new resources to help you continue to raise awareness about the value of life insurance with your colleagues, your sales teams, and consumers.

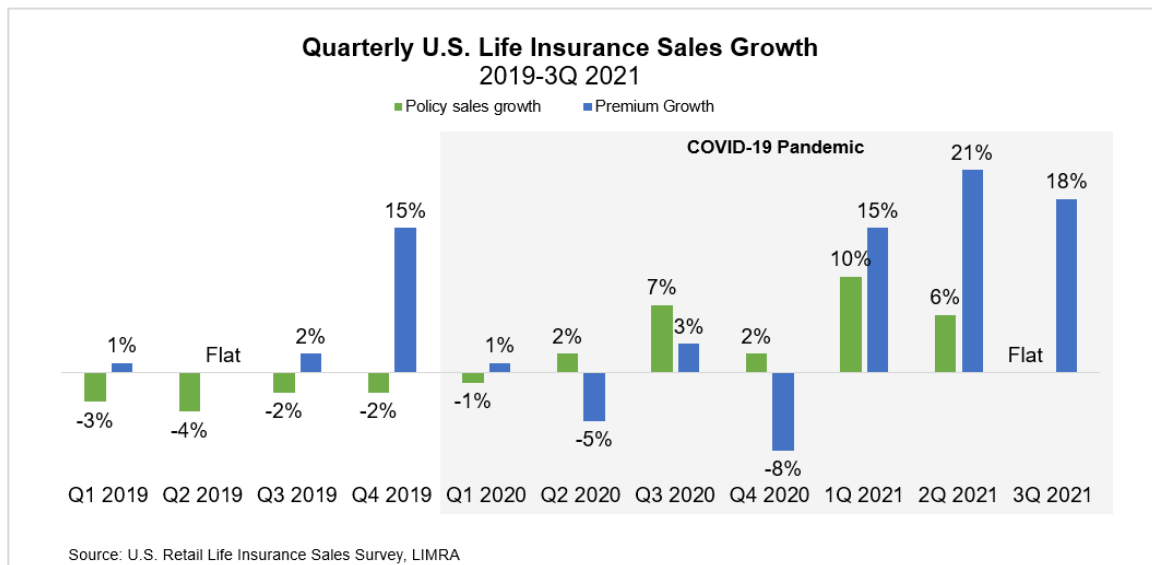
Reminder: The last Help Protect Our Families toolkit for 2021 will be published on Friday, Dec. 17. We will continue the campaign in 2022, examining the underserved markets.

Life Insurance Sales Surge in Third Quarter

Total life insurance new annualized premium grew 18% in the third quarter, representing the third consecutive quarter of double-digit growth. Year to date, life premium increased 18%, which is the highest growth recorded for the first three quarters in at least 25 years.

Growth was widespread with 65% of carriers reporting positive growth including 9 of the top 10 carriers. All major product lines recorded positive gains in premium in the third quarter and year-to-date.

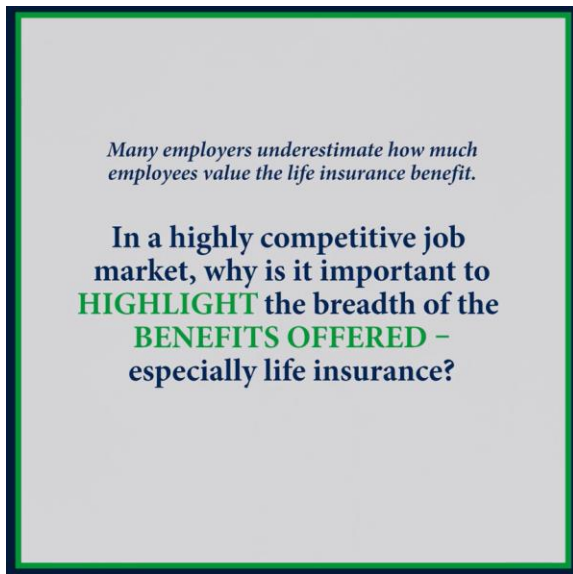
While overall policy sales were level with prior year (which was up 7% in third quarter 2020), the number of policies sold year-to-date was 5% higher than in the first three quarters of 2020. Except for term products, all major product lines experienced growth in policy sales in the third quarter, and — for the first time in at least 25 years — every major product line logged increases in policy sales in the first nine months of 2021.



For more information, visit: [LIMRA: Life Insurance Sales Surge in Third Quarter 2021](#)

New Video: Offering a Competitive Workplace Benefits Package Can Attract and Retain Employees

LIMRA research finds two-thirds of employees say they are paying more attention to the benefits and the coverages provided by their company since the pandemic. In addition, a significant portion of employees view insurance benefits as being more valuable today than they were before COVID-19. In this week's video, three workplace benefits leaders talk about the growing importance for employers to offer a robust workplace benefits package to attract and retain talent.



Click on image or visit: [Offering a Competitive Workplace Benefits Package Can Attract and Retain Employees](#)

Thanks to the following executives for taking the time to share their insight and expertise:

- David Healy, senior vice president, Group Benefits, Sun Life U.S.
- Todd Katz, executive vice president, Group Benefits, MetLife
- Jamie Ohl, executive vice president, president, Workplace Solutions, head of operations and brand, Lincoln Financial Group

We encourage you to download and share this video on social media using #HelpProtectOurFamilies.

Visit the [Help Protect Our Families page](#) for new articles and resources. Please share this information with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can continue to track how the message is being magnified throughout the industry!

1. A [Think Advisor article](#) highlights how the past 18 months (during the pandemic) have revealed the importance of life insurance to a new generation of consumers. *Please share with your colleagues to remind them it has never been more important to close the life insurance gap.*
2. An [MDRT article](#) discussing why it is important for financial professionals to adapt their approaches when discussing insurance needs with clients. *Please share with your sales teams. Clients respond differently to questions about life insurance so it is critical to adjust one's approach to engage with their individual clients.*
3. Finally, three items to post on social media.

We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.

Knowledge is power but

7 IN 10



middle-income consumers say they are *not knowledgeable* about life insurance.



#HelpProtectOurFamilies

Source: 2021 Insurance Barometer Study

[Click](#) for animated social media post

 <p>48%</p>	<p>48% of Americans do not have any life insurance coverage.</p> <p><small>Source: 2021 Insurance Barometer Study, LIMRA and Life Happens</small></p> <p>#HelpProtectOurFamilies</p>		<p>46% of middle-income families (those making a household income of \$50k-\$100K) say they would face financial hardship within six months should a wage earner die.</p> <p><small>Source: 2021 Insurance Barometer Study, LIMRA and Life Happens</small></p> <p>#HelpProtectOurFamilies</p>
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