



You've got dreams and responsibilities.

Whole life insurance can help you with both.



It's a selfless act, with a few safeguards built in.

Buying life insurance is about making sure the people who depend on you will be cared for, even if you're not around. With whole life insurance from New York Life, however, you get a whole lot more. In addition to giving your loved ones the financial security they deserve, whole life can help you prepare for retirement, pay for college, or just manage unexpected expenses if the need arises.

You've got responsibilities...

It's only natural to want to do everything you can to protect your loved ones: to make sure that they have a good home, a quality education, and all the necessities of life.

That's what **life insurance** is for.

And you've got dreams...

But remember that you have your entire life ahead of you, too—and that your hopes for an active, fulfilling lifestyle and secure retirement are also important.

That's what **whole life insurance** is for.

Relax—you've got it covered.

If you want lasting peace of mind, then whole life is for you. That's because this coverage offers a valuable combination of benefits—many guaranteed by the claims-paying ability of New York Life—so that you and your loved ones know exactly what you're getting.¹

Benefits for them...

Guaranteed protection.

If you have a family, a business, or others who depend on you, the life insurance benefit of a whole life policy acts as a financial safety net. When you die, your beneficiaries will receive a lump-sum payment that is guaranteed to be paid in full (provided all premiums are paid and there are no outstanding loans). It's essential protection that you can count on to be there for your loved ones when needed.

Income replacement.

Imagine what would happen to your family if the income you provide suddenly disappeared. With whole life insurance, you can help make sure that your loved ones have the money they need to help:

- Pay the mortgage
- Afford child care, health care, or other services
- Cover tuition or other college expenses
- Eliminate household debt
- Preserve a family business

Tax-free benefit.

Your beneficiaries will be able to enjoy every penny you leave them. That's because the benefit of a life insurance policy is generally passed along federal income tax free.

Protection from creditors in some states.

In some cases, the life insurance benefit is protected from creditors. Protection varies by state and may be limited. Consult your tax and/or legal advisor for more information.

¹ All guarantees are based on the claims paying ability of the issuer.

Benefits for you...

Lifetime coverage guaranteed.

With whole life insurance, you never have to worry about outliving your coverage. As long as all premiums are paid, your beneficiaries can count on receiving the full life insurance benefit.²

Tax-free loans and withdrawals.

As your cash value accumulates, it becomes a valuable resource that you can use whenever you need to borrow or withdraw money.³ There's no approval process, and any money you take out is usually tax free.⁴

Guaranteed level premiums.

Premiums are guaranteed to remain the same as long as you own your policy. That means you don't have to worry about costs going up due to a change in your age, your health, or the economy.

Guaranteed cash value growth.

As you pay your premiums, your policy builds cash value that is guaranteed to grow—tax deferred—and can help meet a variety of financial goals:

- Supplement retirement income
- Fund a child or grandchild's education
- Pay off a mortgage
- Protect existing assets
- Establish an emergency fund

Dividend potential.

One of the benefits of purchasing whole life insurance from New York Life is that you will be eligible to receive dividends.⁵ When dividends are awarded, you can take them in cash, use them to offset your premiums, or use them to buy paid-up additional insurance that increases your coverage and cash value.

Optional Riders.

There are several ways to tailor a whole life policy to meet your individual needs. For an additional cost, you can use riders to purchase additional protection without further underwriting, to pay your premiums if you become disabled, to use some of your face amount to pay for chronic illnesses, or to purchase coverage for your children. Your agent can help you decide if any of these riders are right for you.

² Provided there are no outstanding loans or loan interest due on the policy.

³ You can access cash value via loans or withdrawals through surrenders. When accessing cash value via loans, the total outstanding loan balance (which includes accrued loan interest) reduces your policy's available cash surrender value and life insurance benefit. The amount you borrow will accrue interest daily. When taking a withdrawal through surrenders, you are surrendering any available paid-up additional insurance for its cash surrender value. This means that your policy's cash value, available cash surrender value and death benefit will be reduced by the amount of the withdrawal.

⁴ Certain tax advantages are no longer applicable to a life insurance policy if too much money is put into the policy during its first seven years, or during the seven-year period after a "material change" to the policy. If the cumulative premiums at any time exceed the limits imposed under the Internal Revenue Code the policy becomes a "Modified Endowment Contract" or MEC. A MEC is still a life insurance policy, and death benefits continue to be tax free, but any time you take a withdrawal from a MEC (including a policy loan), the withdrawal is treated as taxable income to the extent there is gain in the policy. In addition, if you are under 59½, a penalty tax of 10% could be assessed on those amounts and upon surrender of the policy.

⁵ While dividends are not guaranteed, eligible policy owners have received them for more than 160 years. Some policies are participating, but are not expected to receive dividends.



Choose a policy that meets your needs and budget.

With New York Life, you have a choice of whole life policies. While some give you more death benefit for the dollar and others let you build cash value faster, all three give you a lifetime of quality, dependable protection.

Whole Life

Enjoy protection and guaranteed cash value growth.

With our traditional whole life policy, you can give yourself a lifetime of protection and build cash value at a steady, dependable pace.

Custom Whole Life

Enjoy fewer payments, and build cash value faster.

This flexible policy lets you choose the number of premium payments you make. If you want, you can fund your policy in as little as five years and spend the rest of your life enjoying your coverage. Plus, this policy allows your cash value to grow faster than it would in a traditional whole life policy.

Value Whole Life

Get more protection for your dollar.

Looking for lower premiums? Since this policy gives you the most time to pay, you may be able to afford more death benefit protection than you ever thought possible. Plus, you get some cash value accumulation in case your needs change.

A closer look: New York Life Custom Whole Life.

Set the pace that's right for you.

Many whole life insurance policies require you to pay premiums up to age 100 or longer. Custom Whole Life gives you the flexibility to choose how long your premiums will last. Do you want them to end when your kids go to college? Or how about right before retirement? With this policy, you get to set your own time line based on your specific goals.

Best of all, once you've completed making payments, you get to keep your life insurance coverage—guaranteed. What's more, your cash value will continue to grow. In fact, it may grow faster and accumulate more rapidly than it would in a standard whole life policy.

FOR EXAMPLE:

A 45-year-old woman who wants to retire at age 65 can choose a 20-year payment plan, so that she enjoys a lifetime of protection and benefits but won't have to pay premiums in retirement. When she dies, her beneficiaries will receive the full life insurance benefit (provided her policy does not have any outstanding loans).



Remind you of anyone?

Want to know which policy is best for you? While everyone's situation is different, the following hypothetical examples should help. Your New York Life agent can provide further guidance and help make sure you find the perfect match.



Adam

- 30-year-old professional
- Married
- Expecting his first child

NEEDS AND CONCERNS

- Will be the sole provider after the child is born
- Wants to make sure his family is protected
- Would like to buy a house someday
- Needs a safety net for financial emergencies

RECOMMENDATION

Adam has a good salary but not a lot of assets, so his agent suggests **Whole Life**. It provides financial security and builds cash value that may come in handy later.



Mark

- 45-year-old engineer
- Has equity and bond assets
- Almost done paying off his 15-year mortgage

NEEDS AND CONCERNS

- Would like to secure his daughter's financial future
- Wants to reduce fixed expenses in retirement and during his tuition-paying years
- Is concerned about how taxes and market fluctuations will affect his assets

RECOMMENDATION

Mark purchases a **Custom Whole Life** policy with a 10-year pay period, so he won't have to pay premiums when his daughter goes to college. Plus, he can use the cash value as an additional source of funds in case of a down market if his death benefit needs change.³



Roberta

- 55-year-old nurse
- Has two teenage children
- Owns term insurance

NEEDS AND CONCERNS

- May not be able to afford rising term premiums
- Wants to leave something behind for her children
- Is worried about underwriting, given her age and health

RECOMMENDATION

Roberta has limited disposable income, so her agent recommends converting her term policy to **Value Whole Life**. She cannot be denied coverage that way, and she is able to lock in a lifetime of low, level premiums.

Note: These descriptions are for illustrative purposes only and may not take your specific needs into account. Talk to your New York Life agent for a more detailed comparison.



Want lifetime protection?

Get your coverage from a company that's built to last.

If you want the lasting financial protection that whole life provides, doesn't it make sense to buy your coverage from a company that has passed the test of time? As a New York Life policy owner, you know that your policy is backed by a company that has been keeping its promises and honoring its commitments since 1845.

Not all guarantees are the same.

When comparing policies, it's important to remember that the guarantees of whole life are based solely on the claims-paying ability of the issuing company. With New York Life, you can buy with confidence, knowing that your policy is backed by a company that has the financial resources needed to keep its promises today—and tomorrow.

Highest ratings currently awarded any life insurance company for financial strength.⁶

America's largest mutual life insurer.⁷

Fortune 100 company.

Let's get started...

If you want to know more about what whole life insurance can do for you, your family, and your financial future, talk to your New York Life agent, or visit us today at www.newyorklife.com

⁶ New York Life has received the highest financial strength ratings currently awarded to any life insurer by Standard & Poor's (AA+); A.M. Best (A++); Moody's (Aaa); and Fitch (AAA). Source: Individual Third-Party Ratings Reports as of 9/12/19.

⁷ Based on revenue as reported by "Fortune 500 Ranked within Industries, Insurance: Life, Health (Mutual)," *Fortune*, 5/18/20. For methodology, please see <http://fortune.com/fortune500/>.



New York Life Whole Life Insurance
New York Life Custom Whole Life Insurance
New York Life Value Whole Life Insurance

The policy form number for New York Life Whole Life,
Value Whole Life, and Custom Whole Life is ICC18217-50P (4/18).

New York Life Insurance Company

51 Madison Avenue
New York, NY 10010

www.newyorklife.com

15032.072020 SMRU1760655 (Exp.07.01.2021)