

Life

FIND A GOOD LIFE INSURANCE VALUE

Once you've settled on the type of policy you want, it's time to shop for the best value.

"Value" doesn't necessarily mean "cheapest." You'll want to compare similar policies from different companies to find out if premiums or benefits vary from year to year and what is and isn't guaranteed.

Your agent can give you cost-comparison indexes for "what if" scenarios on each policy you're considering. For example, an index might help you compare two similar policies if you were to take out the cash value early.

No one company consistently offers the best deal for all ages and all types of insurance.

Other questions to consider:

- How quickly do cash values grow? Some policies build steadily while others boom in their later years. A year-by-year display of values and benefits can help sort out the right plan for you. (Ask your agent for a policy summary or illustration.)
- Is there something about a particular policy that appeals to you?
- How are non-guaranteed values calculated? The method used will affect how rapidly premiums change in response to market interest rates.

