

Need more than a snowball's chance in ... well you know!

UA Provides Tools To Meet Your Sales Goals.

Consider tapping into markets that are sometimes overlooked. Many Americans' needs for life insurance still are not adequately addressed – especially women (see facts below). With ready-made markets wanting to buy, you will find these facts helpful in expanding your client base.

FACT: 21% of people earning more than \$75,000 per year say they need more life insurance.

FACT: 54% of people earning between \$35,000 and \$75,000 a year say they need more life insurance.

FACT: 38% of households say at least one person in that household needs more life insurance.

FACT: 77% of Americans prefer to discuss their insurance needs face to face. The same percentage say an insurance agent has not called them in the past year.

FACT: Adult males accounted for 57% of all life insurance policies purchased in this country, according to the American Council of Life Insurance. Adult females were listed as the insureds on just 29% of policies purchased.

FACT: Coverage on men added up to 85% of the total dollar amount of protection. Coverage on women amounted to just 10% of the total!

Sources: American Council of Life Insurance, 1999 *Life Insurance Fact Book*; November 2000 *Best's Review*, "Life Insurance and Women," Suite101.com

