

Insurance Made Easy

(ON SCREEN) A man stands in line for a bus. He looks at his phone. Notification pops up “Reminder: Look into insurance” he dismisses it and continues scrolling through social media. He tucks his phone into his jacket pocket and gets on the bus. A sign on the bus says ‘get insurance’.

(NARRATOR) When people think about making a financial plan they tend to focus on investments. Insurance protection can sometimes get put on the back burner. Often because of misconceptions:

- It’s not fun to think about.
- It seems difficult to get or...
- It’s assumed to be too expensive.

(ON SCREEN) He sits on the bus. Through the window various near misses take place. A window cleaner drops a bucket that misses a lady. A runaway hot dog cart misses some people. He looks down at his phone and starts typing “Life Insurance”. He gets a number of pop ups for Insurance.

(NARRATOR) But protecting your loved ones, and everything you’ve worked hard for is an important part of your financial plan. And now, more than ever, insurance is changing. Getting the protection you need is faster and easier than you may expect.

(ON SCREEN) He looks down at his phone and starts typing “Life Insurance”. He gets a number of pop ups for Insurance. The bus passes a clinic. the man looks down at his phone. Then swipes to a screen that says “Blood test” under it says “not required”. He swipes again. “Fluids” “Not required” The man gets off the bus, and stands beside a man on crutches.

(NARRATOR) For example, you may not know that in many cases, a visit from a nurse and giving fluid samples are a thing of the past. In addition, applications are now more straightforward and can sometimes be completed online with a digital signature.

(ON SCREEN) He stops and looks down at his phone, and types “Disability Insurance” Two sliders appear on his screen “Cost” and “Coverage”. He moves them independently and the price below adjusts. Then “Call Advisor?” pops up. He clicks call

(NARRATOR) The right coverage is more affordable than people realize. There are cost-efficient solutions that can provide coverage for a specified amount of time.

(ON SCREEN) A runner looks at his watch, which displays the message, "Congrats you have reduced your premium!"

(NARRATOR) Making a decision that can safeguard you and your loved one's lifestyle is a great feeling. And some programs even allow you to earn premium savings based on healthy lifestyle choices.

(ON SCREEN) A bus pulls up with the message 'Get Insurance' on the side. A group of people get off the bus.

(NARRATOR) Insurance doesn't need to be one-size-fits-all. No matter your life stage, affordable options are available for all needs.

(ON SCREEN) They all put their phones to their ears to call their advisors.

(NARRATOR) Speak with your advisor about getting the protection that just right for you.

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