

# 5 FACTS You Absolutely MUST Consider Before Selling Another Term Policy

A traditional term policy isn't the only way to provide low cost, short-duration coverage for your clients. Protective Custom Choice<sup>SM</sup> UL offers affordable short- or long-term coverage for about the same or less annual premium than other traditional term policies, plus unique, flexible features and benefits. Before you sell another term policy, check out these five important facts you absolutely MUST consider:

**1 Clients can spend less and buy exactly what they need.**  
Many carriers offer pre-set level death benefit periods like 15 or 20 years. But with Protective Custom Choice UL, clients can choose a specific time period, only paying for the years of coverage they need. (17 years of coverage, anyone?)

**2 No sticker shock here: annual premium remains level after the initial level death benefit period ends.**  
Unlike traditional term policies that can spike significantly in price after the coverage period, Protective Custom Choice UL's unique design allows the premium to remain level after the initial death benefit period. At this point, the death benefit starts to gradually decrease,<sup>1</sup> usually when the policy holder's life insurance needs are decreasing anyway.

**3 Flexible, affordable, evidence-free policy exchange options are available.**  
Within 20 years or before age 70, clients can exchange their Protective Custom Choice UL policy without additional underwriting for several currently marketed Protective Life policies. At the time of exchange, clients may also choose to add our industry leading riders, like ExtendCare (additional underwriting may be required) and Income Provider Option to meet specific needs.

**4 There is an opportunity for higher agent compensation.**  
Many traditional term policies include a policy fee that is deducted from premium amounts prior to calculating agent compensation. But with Protective Custom Choice UL, agents have the opportunity for higher compensation because any associated fees are not excluded from the compensation calculation. Suppose Protective Life and another term carrier both offer a policy with a \$500 premium, but the term carrier charges a \$60 policy fee. Agents selling Protective Custom Choice UL are eligible for compensation on the full \$500 premium. If the term carrier is like most others, the policy fee of \$60 would first be deducted, and compensation would be based on the reduced amount of \$440.

**5 Clients are less likely to lapse their policy should they need more time to pay premium.**  
Protective Custom Choice UL boasts a premium grace period twice as long as most traditional term policies. Clients have days 1 through 30 to pay their premium, as usual. At day 31, traditional term policies lapse, but with Protective Custom Choice UL, clients have another 30 days to pay premium with additional interest.

<sup>1</sup> The death benefit amount will decrease each year until it reaches the minimum of \$10,000. At that point, premiums will increase each year.




[Additional Information on Reverse Side.](#)

---

# Change your approach, and sell what matters!

Contact your BGA or the Protective Life Sales Desk to find out more about Protective Custom Choice UL, an affordable, competitive life insurance solution for short- or long-term needs.

 877.778.3500, option 1

 [www.sellwhatmatters.com](http://www.sellwhatmatters.com)

---

Protective Custom Choice UL (UL-22) is a universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

Income Provider Option (UL-E35) is an endorsement available only at issue on certain UL products issued by PLICO. Actual terms and conditions contained in the product policy and the endorsement govern benefits provided. A portion of periodic payments may be reported as taxable income to the beneficiary. Consumers should consult their attorney or tax advisor regarding their individual situations. Please see the endorsement for more detailed information. May not be available in all states or on all currently-marketed UL products. State variations may apply.

ExtendCare rider (Form ICC12-L630 and L630) assumes medical and financial underwriting qualifications at time of initial application, is available only at issue and at an additional cost. Actual terms and conditions contained in the rider govern all benefits provided. Please see the rider for more detailed information.

The ExtendCare rider falls under IRC Sec. 101(g) Accelerated Death Benefit guidelines and does not fall under health regulations. This differentiation could affect eligibility for public assistance programs such as Medicaid, Supplemental Income, or others. Purchasers should consult a qualified advisor along with legal or tax advisor to determine if the rider will affect their initial or continued eligibility for public assistance programs or other tax-related decisions. The ExtendCare Rider is intended as a non-medical supplement to traditional long-term care policies and riders.

Neither Protective Life nor its representatives offer legal or tax advice. Individuals should consult their attorney or tax advisor regarding their individual situation. All payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company.



[Additional Information on Reverse Side.](#)