20 Reasons Why Human Life Value and Permanent Life Insurance are More Important than Rate of Return or Needs Based Analysis.

By Martin Lowenthal

1. It’s the present value of future earnings. Creates the estate. Enables insured to consume the estate as well as pass the estate along.
2. Insuring your most valuable asset for full replacement is in line with other insurance decisions on cars, houses, etc.
3. Eliminates the guesswork about unknown costs like college and life events, both good and bad.
4. Takes the pressure off other assets. No need to take excessive risk.
5. Creates a guaranteed, non-correlated source of cash that is always available on favorable terms.
6. Develops a guaranteed cash value that can be drawn upon like a savings account.
7. Protects and hedges against higher taxes.
8. Insurability is a privilege, NOT a right. IE, health changes can render you uninsurable so owning human life value protects against this.
9. Accounts for rising cost of living items like larger mortgages, short-term debt, technology changes, etc.
10. Helps offset the profound and permanent emotional effect of death as well as taking care of final expenses.
11. Values the non-working spouse.
12. Enables philanthropic aspirations.
13. Helps with smooth business transition.
14. Allows increased access to, and control of, other assets.
15. Could self-complete under the waiver of premium rider. This is an additional cost and expires after 60. Will not self-complete if the insured is disabled after 60.
16. Usually protected from creditors.
17. Can be used as collateral to buy other assets.
18. You can’t plan for tomorrow or the future if today is not taken care of.
19. Cost recapture of the five (5) thieves of money:
   a. Compound tax.
   b. Inflation.
   c. Fees.
   d. Market volatility
   e. Time value of money.

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Helping people make informed, uncommon and expert financial decisions.

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