



## The Insurance Minute



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### *Life Insurance Awareness Month..*

*Featuring*

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*... It's Never Too Late!*

As we grow older, get married, build families and start businesses, we come to realize more and more that life insurance is a fundamental part of having a sound financial plan in place. Depending on your type of policy, life insurance can be fairly cheap, which means there's no excuse not to get coverage now! Plus as years pass, you'll find comfort in knowing money will be available to protect your loved ones in the event of your passing. Here are five of the top reasons why having life insurance is important.

1. Protect Your Family and Loved Ones
2. Leave an Inheritance
3. Pay Off Debts and Other Expenses
4. Add More Financial Security
5. Bring Peace of Mind

September represents many things to many people: Families sending their children back to school, Congress returning from its August recess and/or businesses finalizing their end of year planning. However, September also is Life Insurance Awareness Month -- a reminder of the invaluable role life insurance plays not only for millions of American families, but in our nation's economy as well. Today, 75 million American families (2 out of 3) rely on life insurers' products to protect their financial futures and guarantee lifetime income. These are products purchased individually or offered as workplace benefits.

When you or your clients are ready, Gibraltar Insurance Services will be here to help fill the gap of protection that life insurance provides for you and your loved ones. We are appointed with several life insurance companies to give you affordable options to choose from such as AIG, John Hancock, TransAmerica, Ameritas and Voya Financial to name a few. What are you waiting for? Get in the know and get protected TODAY!



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