

The Long Term Solution

Give your clients the option to buy simple term life insurance protection that can cover them into retirement and beyond

35 and 40-Year Term William Penn

Legal & General America offers up to 40 years of guaranteed, level term life insurance coverage. Our super-competitive OPTerm product series is available in term periods of 10, 15, 20, 25, 30, 35 and 40 years!

Market Needs

Consumers are looking for more affordable options when it comes to protecting their financial futures. Current products may not always meet customers' needs:

Americans are living and working longer

Many people are working or plan to work past age 65 and continue to live a lifestyle based on income¹

Debt or obligations continue beyond age 65

- Mortgage or other financial debt repayment²
- Adult children live at home longer or return home
- Aging parents move in for better home care

Coverage in later years can be costly

Those shopping for a new term or permanent policy often face health issues which may affect eligibility or prevent them from being able to afford coverage

Limited options for budget-conscious buyers

- Permanent life insurance products can provide protection to life expectancy but at a higher cost³
- OPTerm 40 may be 2-3x times more affordable than a guaranteed universal life insurance (GUL) that's set up to provide the same 40 years of coverage*

The Term Rider Advantage

Stacking term coverage can help your clients purchase the right amount of protection for the right length of time and may be the most cost-effective way to buy life insurance.



Term Riders (one or multiple) may be stacked on top of a base term policy for 10, 15 or 20 years

Riders automatically drop off at the end of the additional insurance rider coverage period

Savings on policy fees add up over time

The base policy coverage amount can be lower than the Term Rider amount, giving consumers a **customizable way to reduce coverage over time as expected needs change**

40 Years

of affordable coverage from a financially strong, easy-to-work-with, term market leader.



Customer Segments

Millennials and Gen Xers: Can affordably fulfill a basic protection need into retirement. Cost savings could be used to help build a bigger nest egg or college fund.

Homeowners: Covers the mortgage for those who buy a new home or need to refinance their 30 year mortgage.

Heads of Household: Those with a long-term need for income protection can purchase a 40-year OPTerm policy up to age 45 (non-tobacco) for level premium coverage until age 85.

Businesses: OPTerm 35 and 40 can be a cost-effective solution for businesses wanting long-term key-person coverage. The affordable premiums allow for efficient business continuation planning.

OPTerm 40 Comparison with GUL

solved for similar length of coverage*

\$500,000 Face Amount, Annual Premiums

		GUL 40-Year Premium Solve	Avg. GUL premium difference
Male	OPTerm 40	GUL	%
Age 35, PP	\$833	\$4,344	521%
Age 35, S	\$1,416	\$5,026	355%
Age 40, PP	\$1,344	\$4,994	371%
Age 40, S	\$1,978	\$5,864	296%
Age 45, PP	\$2,227	\$5,899	264%
Age 45, S	\$3,386	\$7,027	208%

Not valid without full disclosure.





¹ 2022 Magnify Money article - *As Pandemic Continues, More Older Adults Are Working – What’s Tempting Them?*

² 2023 National Council on Aging article - *Get the Facts on Senior Debt*

³ 2023 NerdWallet article - *Term Life vs. Whole Life Insurance: Differences and How To Choose*

*Competitors chosen based on highest selling GUL products according to the 2019 LIMRA sales quoted for 40-years of coverage. Illustrations as of 8.26.2021. OPTerm 40 is a term product that provides level term coverage for the initial term period. Premiums increase annually thereafter to age 95, at which time coverage ceases. Unlike GUL, OPTerm does not provide permanent coverage, flexible premium or potential cash value.

Legal & General America life insurance products are underwritten and issued by Banner Life Insurance Company, Urbana, Maryland and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner products are distributed in 49 states and in DC. William Penn products are available exclusively in New York; Banner Life is not authorized as an insurer and does not do business in New York. The Legal & General America companies are part of the worldwide Legal & General Group. OPTerm policy form # ICC21-DTCV and state variations. In New York, OPTerm policy form # DTCV21-NY.

OPTerm premiums are guaranteed to stay level for the initial term period and increase annually thereafter. Premiums quoted include \$80 annual policy fee. Premiums based on preferred plus non-tobacco and standard non-tobacco underwriting classes. Rates shown are for Banner Life OPTerm as of 10.01.2023. Additional Insurance Riders, form #ICC11 AIR ((#AIR (1-11) in NY), can provide temporary life insurance coverage for 10, 15 or 20 years after which coverage ceases. Term Riders issue ages vary from base plan and coverage ceases at the end of the term duration. Children’s Life Insurance Rider, form # ICC16-CLIR and state variations, can provide life insurance coverage on eligible children. The Children’s Life Insurance Rider is not available in New York or Maryland and is not available on base plans with Term Riders or in conjunction with A-List Term. Child Rider premiums are guaranteed to stay level. Two-year contestability and suicide provisions apply. A one-year suicide provision applies in CO, MO, and ND. Policy descriptions provided here are not a statement of contract. Please refer to the policy forms for full disclosure of all benefits and limitations.

The competitor pricing is based on information from Winflex Web or the individual carrier’s illustration software and are believed to be current as of 10.01.2023. However, its accuracy and completeness cannot be guaranteed. Data is subject to change at any time.

Competitor Guaranteed UL (GUL) products can provide flexible premium, lifetime coverage and potential for cash value. The flexible premium feature can allow premium solves for a certain number of years, all the way to lifetime premium solves. These products may have features, costs, provisions, and benefits that vary from one another. Changing the variable features (age, state, underwriting class, benefit period, etc.) may cause a change in the competitive results. Details by company illustrate age nearest birthday for preferred best nontobacco, standard plus or standard nontobacco underwriting class.

Premium comparisons are run on a 40 year solve using \$500,000 death benefits solves. Guaranteed UL competitors products include: Guaranteed UL competitors products include: ‘GUL A’ Corebridge Financial / Secure Lifetime GUL (ICC15-15442), ‘GUL C’ Protective Life Insurance Company / Protective ProClassic II NY UL 9/21 (UL-25-NY 1-20), ‘GUL B’ John Hancock / Conversion UL 20 (20CUL). Policy form numbers may vary by state. For producer use only. Not for public distribution. LAA2301 CN11292023-12 (Rev. 10.01.2023)