

College funding

with indexed universal life insurance

Midland National® Life Insurance Company

Opportunity tracker

Use this worksheet to pick five clients that might benefit from this sales idea.

Life insurance has the ability to do more than provide a death benefit to beneficiaries; it may also help provide college funding. The cash-value growth in an indexed universal life insurance policy could be a generally tax-free way to help with college funding.¹

If your clients...

- Have a need for death benefit protection
- Are concerned about the family's financial needs if death occurs during the working years
- Are a young family with children between the ages of 0 – 10
- Are concerned about the cost of college

...then they may be a good fit for this sales idea.

Please list the names of five clients who fit the above descriptions and whom you would like to help meet their life insurance death benefit needs and help with college funding.

First name, last initial	Age	Approximate annual funding amount
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
_____	_____	_____
Agent name		Date

1. The primary purpose of life insurance is to provide a death benefit to beneficiaries. Because of the uncertainty surrounding all funding options except savings, it is critical to encourage your clients to make personal savings the cornerstone of your clients' college funding program. However, even a well-conceived savings plan can be vulnerable. Should your clients die prematurely, their savings plan could come to an abrupt end. To protect against this unexpected event, life insurance may be the only vehicle that can help assure the completion of a funding plan. In addition to the financial protection aspect of insurance, the tax-deferred buildup of cash values can be part of your clients' college savings plan. Generally, if the policy is not a Modified Endowment Contract then tax-free withdrawals can be made up to the contract's cost basis. Moreover, if the policy is not a Modified Endowment Contract, then loans in excess of the cost basis are also tax free as long as the policy remains in force.

As independent financial professionals, it is up to you to choose whether any of the sales concepts contained in these materials might be appropriate for use with your particular sales strategy and clients. Please note that Midland National does not require you to use any of these sales concepts; they are resources that can be used at your option for your own individualized sales presentations if appropriate for the particular client and circumstances.

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