

Life insurance. Many people are reluctant to discuss it.

Yet, almost half of all households would feel the financial adversity from the loss of their primary wage earner in just six months. More than a third would feel adversity in a month or less.¹

Fortunately, the need for life insurance is widely recognized.

Nine out of 10 adults believe a family's primary wage earner should own life insurance. Yet, while 3 in 5 adults have some type of life insurance, 1 in 5 of them believe they do not have enough.¹

They know life insurance provides a valuable death benefit and the flexibility to fund a host of critical financial needs, such as the transfer of a business and other assets to a family member. It can be a key source of financial security for families, and an ideal way to help reduce the cost of estate and gift taxes.

Is life insurance an option for you? Please call me at 734-738-6300 to help secure your future – and your family's.



*Danielle E. Workman,
Private Wealth Advisor,
Financial Center for Women*
Lincoln Financial Advisors Corp.
1000 Town Center, 26th Floor
Southfield, MI 48075-1183
Phone 248 948-5187
Cell 734-738-6300
Danielle.workman@lfg.com
www.financialcenterwomen.com

¹ Source: "2018 Insurance Barometer Study," LIMRA® and Life Happens®, April 10, 2018

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