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Top Reasons People Skip IUL

Reason #1: Lack of Knowledge

People pass on IULs because they don't know what they are. They don't learn about them because they can be unfamiliar, intimidating, and complicated to understand. But everyone knows that education is the way to enlightenment.



Reason #2: Perceptions Around Insurance

Others avoid IUL insurance because they perceive insurance as uninteresting or even unnecessary. People assume insurance isn't for them because they're healthy and young. But surprise, surprise—young and healthy people are the ones who benefit most from starting IUL early. The earlier you start, the greater the potential benefits in the end.

Reason #3: Trusting the Wrong “Experts”

Your loved ones offer some of the best advice in many areas of your life, but when it comes to financial planning, consult an IUL specialist. They're the professionals who understand IUL's complexities and can walk you through the ins and outs



Reason #4: Sticker Shock

The label “expensive” isn't always the most accurate way to describe an insurance policy. An IUL can seem pricey, but it has the potential to provide a lot of long-term value if it's designed and funded correctly. It's all up to you (and your trusted IUL professional) to make it worth it.

Reason #5: IUL Doesn't Apply to Me

IUL isn't for everyone, but it's for more people than you think. So, how do you qualify for an IUL? Well, if you're concerned about your eligibility, don't stress too much. Health or financial circumstances could disqualify some, but many people are viable candidates.

