



164 Million don't have insurance &
over **60 Million** are underinsured.¹

HELLO OPPORTUNITY!

Your clients need life insurance coverage. Almost half of American households have no life insurance coverage¹, and over 60 million households that *do* have coverage feel they are underinsured.

Sales potential for the underinsured life insurance market is \$12 trillion dollars and GROWING; over \$340 billion per year.^{1, 2}

Just how big is the market opportunity? [View the compelling statistics »](#)

Mine your book of business and grab your wallet-share! [Client profile worksheet »](#)

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1. LIMRA's 2016 study: Turn Up The Volume - \$12 Trillion Sound Opportunities. 2016 LIMRA Ownership Study

2. Given current rates of population growth and inflation.

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