Life insurance is one of those things you know you need...someday. There’s no shortage of excuses to put this off. Buying life insurance is one of the most important things you can do. Whether you’re married or single—and no matter what your age—life insurance gives you and your loved ones peace of mind.

1. This is important.
If you want to protect the future you’ve envisioned for your loved ones, life insurance is critical. 85% of consumers say that life insurance is something most people need,* and yet 30% of U.S. households have no life insurance protection. 50% of U.S. households (58 million) believe they need more coverage.†

2. Life insurance is dependable.
While the value of stocks and other investments can rise and fall over time, insurance benefits remain steady and unaffected by market fluctuations. You can rest easy knowing your loved ones will receive these benefits when they need them.

3. Life is always changing.
Getting married, buying a new home, or starting a new career means you need to reevaluate your insurance coverage. You may have a spouse or children that you didn’t have when you first purchased life insurance. Your income and expenses may have changed. This may mean your loved ones will need additional resources if something happens to you.

4. Even if you don’t have children, coverage is still important.
You’re working hard to build your savings. You may also have a home or other assets that you want loved ones to enjoy if something happens to you. Life insurance helps to ensure that you can leave the financial legacy you intended. It also helps take care of your financial responsibilities that could burden dependent siblings or aging parents, such as mortgage or rent payments, unpaid medical bills, funeral expenses, and estate settlement costs.

5. This really isn’t hard to do.
If you think buying life insurance is too complex or time consuming, relax. This is easy. When you’re ready, just click “Enroll Now” to be guided step-by-step through the enrollment process.

Reasons to consider life insurance.

Plan Today. Protect Tomorrow.

The Office of Servicemembers’ Group Life Insurance (OSGLI) administers Servicemembers’ Group Life Insurance and Veterans’ Group Life Insurance under the supervision of the Department of Veterans Affairs. OSGLI is a division of The Prudential Insurance Company of America.

* LIMRA and LIFE Foundation 2013 Insurance Barometer.
† LIMRA’s 2010 Life Insurance Ownership Study.
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