

# Life Insurance Facts

## KANSAS CITY LIFE INSURANCE COMPANY

### Employees need life insurance coverage. Know the facts.

#### American workers value life insurance

About half of all adult consumers visited a life company website and/or sought life insurance information online. Almost 1 in 3 purchased or attempted to purchase life insurance online.<sup>1</sup>

#### Feelings about coverage

Among those with life insurance, about 1 in 5 say that they do not have enough.<sup>1</sup>

#### Loss of primary wage-earner

Almost everyone (90 percent) believes a family's primary wage earner needs to own life insurance.<sup>1</sup>

#### Financial impact

Over a third (35 percent) of all households would feel adverse financial impacts within one month if a primary wage earner died.<sup>1</sup>

#### Purchase barriers

The most common reasons people do not buy (or do not buy more) life insurance are: 1) It is too expensive (63 percent), 2) Other financial priorities (61 percent), or 3) They already have enough coverage (52 percent).<sup>1</sup>

<sup>1</sup>2018 Insurance Barometer Study, Life Happens and LIMRA.

## How Kansas City Life can help

Life insurance continues to be an integral part of an employer's benefit package. Today, employees have come to recognize that having life insurance is a necessity. Stories of loved ones leaving behind families with no financial protection are becoming all too familiar. With Kansas City Life Insurance Company's Group and Voluntary Life plans, you can offer your clients the protection and comfort they need.

## Flexible plan design

Group Life offers employers a choice of coverage amounts which can be designed specifically for their needs. Benefit schedules may be a flat amount, a percentage of earnings or a combination of the two.

Should it be offered, employees may elect the amount of Voluntary coverage that best fits their needs and pay their own premiums through payroll deduction. Employees may choose any amount in increments of \$10,000, not to exceed \$500,000, or five times the employee's annual earnings – whichever is less.

## Features and options

- **Everplans** is a life and legacy platform that helps people create, store and securely share all the important plans and information their family will need in the future. Everplans is included on Voluntary Life and is optional on Basic Life. See a demo here: [www.everplans.com/kcportal](http://www.everplans.com/kcportal)
- **Spouse and dependent coverage available**
- **Accidental death and dismemberment (AD&D)**  
When purchased, an amount equal to the Basic Life benefit, unless requested differently, will be paid should death or certain dismemberment occur within 90 days following accidental bodily injury. For all dismemberment, the actual amount payable is based on the severity of the loss.
- **Convertible**
- **Portable (Voluntary Life)**
- **Annual enrollment (Voluntary Life)**
- **Rate guarantee**  
Rates will generally be guaranteed for two years.

*Additional options may be available.*

*Policy and certificate referenced: PJ136/CJ136. Coverage and/or options may not be available in all states. For costs and further details of the coverage, including exclusions, any reductions or limitations, and the terms under which the policy may be continued in force or discontinued, see your agent or write to the Company. The policy described is cancellable or renewable at the option of the Company. The Company has the right to increase the premium rates. For agent use only. Not for use with members of the public.*

*Dedicated to excellence.  
Your partner in employee benefits.*



**KANSAS CITY LIFE**

**GROUP BENEFITS**

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