

Term Conversion Client Letter

On *Issue date: month, day, year*, you made a good decision. You purchased a term life insurance policy from Security Mutual Life Insurance Company of New York. This decision will help protect your loved ones and your assets if it becomes necessary.

However, as time passes, the term policy will become more expensive and eventually expire. Whether you have a 10-, 15-, 20-, or 30-year level premium term policy, one of three things will occur at the end of the stated term:

- Option 1: You will purchase a new term policy at a higher rate. Another consideration is that as we age, most of us develop some health-related issues. This can create an additional increase in the amount of premium we must pay for a new policy, or in some cases, health issues can prevent us from qualifying for a new policy at all.
- Option 2: You may choose to let the policy lapse.
- Option 3: Or, you can look back and say that you have protection for life because you elected to convert your term policy without evidence of insurability to a permanent life insurance policy in time to avoid losing your coverage under Option 1 or Option 2 above.

We want to help you decide on Option 3. You have a **QUALIFYING TERM LIFE INSURANCE POLICY**. This means that your term life insurance policy is eligible for a **CONVERSION CREDIT**, which can be applied toward a new permanent life insurance policy. The amount of the credit is calculated based on the premium you paid on your term insurance policy over the last 12 months.

You may select from Whole Life Insurance and Universal Life Insurance products. Another suggestion is to combine a whole life policy with a **level premium term insurance rider**. This plan of insurance may create a lower cost advantage for you. An added plus to this plan is that you may convert the term rider to permanent coverage at a later date if you wish.

We welcome the opportunity to provide you with a complimentary consultation explaining the different options. This will allow us to answer any questions you may have. Someone from my office will call you to arrange an appointment.

NOTE TO AGENTS: Any new letter, or any changes to the body of this letter, must be submitted to Security Mutual for market compliance review and approval prior to use. In addition, prior to completing any mailing to Security Mutual policyholders, please provide Security Mutual with the “manner and extent of distribution” of the proposed mailing. Please submit this information to the attention of Security Mutual’s Communications Department. The Communications Department will initiate the market compliance review and notify you when the review is complete. Please allow 10 business days for the market compliance review process.

