The Real Cost of Waiting:

Why Life Insurance Is Smarter (and Cheaper) When You're Young

Every September, the financial world shines a spotlight on one of the most overlooked yet vital tools for helping to secure your financial future: life insurance.

At WealthWave, we call ourselves **The Money Milestones Company** because we believe financial success isn't accidental—it's intentional. Like a GPS, the Money Milestones give you a clear roadmap. They tell you where you are now and the things you need to do to get where you want to go.

That journey begins with...

Milestone #1: Financial Education.

Smart financial decisions start with understanding. What's the status of your financial education?

Once you're informed, you're ready for...

Milestone #2: Proper Protection.

This isn't just about buying life insurance; it's about helping to safeguard your financial foundation. Without protection, even the best savings or investment plans can crumble if something unexpected happens.

Are you currently in the first 2 decades of your adulthood?

Then this message is for you! Your 20s and 30s are critical financial years—the moves you can make now can provide benefits for the long-term. Ask yourself how you can ACT Now on the information in this document.

Source: LIMRA, 2025 Insurance Barometer Study

The Problem:
Why Waiting Is the Biggest Mistake

Many adults in their early years believe life insurance isn't for them, assuming it's costly, complicated, or something to think about "later."

The truth is quite the opposite...

"Young adults (ages 18–30) overestimate the cost of insurance by 10–12 times."

– LIMRA, 2025 Insurance Barometer Study

This phenomenon is true of previous generations too. Many Baby Boomers and Gen-X adults made the mistake of not protecting the loss of income.

Here's the reality: a healthy 25-year-old can typically secure $250,000 of coverage for less than $20 a month—about the price of a couple of streaming subscriptions. Still, too many people delay. Only 42% of Gen Z adults have life insurance, and nearly half of them admit they don't have enough coverage.

The impact of waiting can be devastating. 47% of Americans say their family would struggle to pay bills within six months of losing a primary wage earner. For young families with kids, that kind of financial strain could be life-disrupting.

Life insurance isn't about your age—it's about responsibility. If someone depends on your income, how would their life be impacted if something happens to you or your income?

Source: LIMRA, 2025 Insurance Barometer Study

The Solution:

Learn, Then Act

At WealthWave, we believe knowledge is key. The first step is education.

Many people delay buying life insurance because they don't know what type they need or how much coverage is sufficient. That's why we use tools like the **DIME Method** (Debt, Income, Mortgage, Education) to assess needs. Another tool—the **Financial X-Wave—**can help you visualize how financial responsibilities peak when you're young.

This is where term life insurance becomes a game-changer. It provides the highest coverage at the lowest cost, making it an ideal choice for young adults. Locking in a 20- or 30-year term now helps protection through your most critical financial years—when you're raising children, paying off a mortgage, and building wealth.

> **The best time to buy life insurance is before you think you need it—when you're young, healthy, and rates are at their lowest.**
>
> – Lauren Mathews Fairey, Author of *HowMoneyWorks for the Next Generation*

The DIME Method

The DIME Method is a comprehensive way to calculate how much life insurance coverage you may need, based on these four key areas:

DEBT
+
INCOME
+
MORTGAGE
+
EDUCATION

=

Your Total Estimated Life Insurance Need

This method helps ensure that major financial obligations are covered, helping to take care of your loved ones if you're not able to.

The Financial X-Wave

of decreasing responsibility and increasing wealth

You need more life insurance in the early stages of life when your responsibilities are higher (mortgage, kids, finances). As wealth increases and responsibilities decrease, income protection can become less of a priority.

Source: LIMRA, 2025 Insurance Barometer Study

Next Steps:

ACT NOW—Protect Your Future Today

SHOP YOURTERM™

This September, use Life Insurance Awareness Month as the moment to...

Get started with 3 action steps...

1

Get Educated

Take the Financial Literacy Quiz and explore the 7 Money Milestones. The more you know, the more empowered you'll be to make smart choices.

2

Compare Your Options

Use **Shop Your Term**™ to compare quotes side-by-side, avoid overpaying, and figure out how much protection you can get for your budget. Transparency equals control.

3

Secure Protection

Work with a WealthWave financial educator to create a plan that fits your needs now and adapts as your life changes.

Life insurance isn't just a policy—it can provide peace of mind.

It's the confidence that your family won't lose their home, your children won't lose their education, and your loved ones won't lose their stability.

This Life Insurance Awareness Month, make the decision your future self will thank you for: get educated, get covered, and protect your future today.

LIFE INSURANCE awareness month

Source: LIMRA, 2025 Insurance Barometer Study

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