LIAM resource guide

Help your clients turn insight into action

It's Life Insurance Awareness Month, and we're dedicated to providing the resources you need to help people plan for the future.

From the basics (such as how to help clients choose the best life insurance product for their individual needs) to advanced topics (such as small-business planning), our resources cover a wide range of subjects to address what matters most.

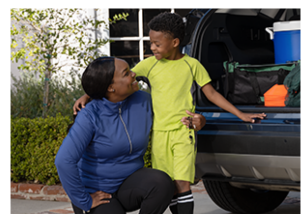
LIFE INSURANCE RESOURCES FOR CLIENTS

How to choose the right life insurance product
Learn how to choose the best option for your clients' families.

Visit the site

How much life insurance?
Learn how to arrive at the appropriate amount of life insurance for your clients' particular needs.

Visit the site



How much does life insurance cost?
Find out the average costs of life insurance and what factors impact life insurance rates.

Visit the site

Cover future long-term care costs
Use life insurance to help with long-term care.

Visit the site

Life insurance solutions for your situation
Learn about various uses of life insurance.

Visit the site

Paying for a child's education
Learn how life insurance may help pay for college.

Visit the site

Pay off your mortgage
Discover how life insurance can be used to help protect a mortgage.

Visit the site

How to prepare for a life insurance exam
Learn some simple ways to help clients prepare for a life insurance medical exam.

Visit the site

LIFE INSURANCE RESOURCES FOR FINANCIAL PROFESSIONALS

Business planning with an IBI solution
As you prepare for client conversations, use this guide to gain insight on how you can help boost your clients retirement income with an insurance-based income solution.

Get the guide

Nationwide® Intelligent Underwriting
Our Nationwide Intelligent Underwriting process is a seamless experience for you and your clients.

Get the overview

Longevity planning
Discover how Nationwide life insurance solutions can help clients prepare for longer retirements with confidence.

Get the guide

Experience the Nationwide® difference
We're dedicated to helping you grow your business. Experience the value of having Nationwide on your side.

Get the brochure

A guide to overcoming common client objections to life insurance
As you prepare for client conversations, use this list of common objections, along with some useful tips for how to overcome them.

Get the guide

Life tools and calculators
Use our life insurance illustration tools to help give your clients a comprehensive look at the features and potential benefits of Nationwide life insurance products before they buy.

Visit the site

Simplicity you can count on. Transparency you can trust.

We're committed to removing the complications and guesswork to help simplify life insurance always, not just during Life Insurance Awareness Month. With Nationwide, you gain a partner you and your clients can rely on, now and decades into the future.

For more information, call your wholesaler or one of the resources below.

Life Insurance Solutions Center	Brokerage General Agents Solutions Center	Producer Group Solutions Center	World Financial Group® Solutions Center
1-800-321-6064	1-888-767-7373	1-844-867-8159	1-855-455-4139

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• Not insured by any federal government agency • May lose value

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

This information is general in nature and is not intended to be tax, legal, accounting or other professional advice. The information provided is based on current laws, which are subject to change at any time, and has not been endorsed by any government agency.

When choosing a product, make sure that life insurance needs are met. Because personal situations may change (e.g., marriage, birth of a child or job promotion), so can life insurance and long-term care insurance needs. Care should be taken to ensure that these strategies and products are appropriate. Associated costs, personal and financial objectives, time horizons and risk tolerance should all be weighed before purchasing a product. Life insurance, and long-term care coverage linked to life insurance, has fees and charges associated with it that include costs of insurance, which vary based on characteristics of the insured such as sex, tobacco use, health and age; and additional charges for riders that customize a policy to fit individual needs.

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