



## The Things We Do For Love

### Life Insurance - You Do It for Love

What do love and life insurance have in common? More than you might realize, says Ross Turner, President of The Turner Agency Inc. of Greenville. Think about it. The main reason you buy life insurance is because you love someone. Think of it as the ultimate act of selfless love. In all likelihood, you won't be around to see or experience the death benefits of a life insurance purchase. But the proceeds of a policy could benefit your loved ones for many years after you're gone.

### Insure Your Love This Valentine's Day

If we truly do it for love, then what better time to update your life insurance needs than Valentine's Day? Make 2010 the year you take a different approach to this special day. Rather than giving flowers and chocolates or going to a nice restaurant, consider giving a much more meaningful and enduring gift - the gift of long-term financial security.

### What Women (and Men) Really Want This Valentine's Day

It may not seem romantic, but a life insurance purchase may be precisely what that special someone in your life would like you to buy this Valentine's Day. A recent survey commissioned by the LIFE Foundation found that 70 percent of Americans would give up Valentine's Day in exchange for greater financial peace of mind. If this question had been asked in ordinary times, the answer might have been different. But there's nothing ordinary about the times in which we're living.

Recession, massive layoffs and falling stock and bond prices seem to be knocking over the pillars of our financial security, one by one. All of us have been hit with painful losses in the value of our homes and in our savings and investment accounts. One source of financial security still stands strong, however, and that's life insurance.

Your current income or emergency savings may be paying today's bills. But if you died tomorrow and your income disappeared, how would everyday bills get paid? While it may seem difficult nowadays to look beyond the bills that are due today, it would be a huge mistake to cancel or cut back on your life insurance if your need for coverage remains. In fact, with less savings to fall back on because of the state of the economy, you should meet with a life insurance professional right away to make sure you have enough life insurance. When you die, the amount of life insurance in place could mean the difference between a future of financial security for your loved ones or a future filled with financial hardship and uncertainty.

### How Much Life Insurance Do You Need to Protect Your Loved Ones?

Contact me to find out answers to the questions below:

- Who needs it?
- How much do I need?
- Life insurance needs calculator
- What are the different types?
- Where do I buy it?

