



WHY DO PEOPLE BUY INSURANCE?

By Rick Drazien

The academic would answer that the motivation is transferring the financial risk of loss to someone else, namely, an insurance company. If you total your car in a wreck you want the auto insurance company to fix or replace your automobile. If your home burns down you would want homeowners insurance to cover the loss. In both cases, the bank will insist that you have coverage if they made the loan to finance the purchase. The insurance is mandatory. The consumer has no option other than to choose the insurance provider.

For other types of risk, the purchase of coverage is voluntary. The consumer buys it because they want it, or have become convinced they need it. Should you become critically ill you will likely want your health insurance provider (if you have one) to pay some or most of the often unaffordable, or not even covered, medical bills that seem to be piling up. Should you find yourself unable to perform some of the basic functions of everyday living you may wish you had, or could have afforded, long-term care insurance coverage. Should you die prematurely you might wish to have life insurance to pay off the mortgage, send the kids to college, and just hope the family survives financially. And should you live to a ripe old age it would be wonderful to have achieved a tax-free retirement without downside market risk.

Actuarially, it's still about shifting the cost and risk elsewhere. But the call to action is in the hands of our prospects who may not believe they can possibly afford to buy 3 or 4 different insurance policies. When looking at health insurance, critical or chronic illness coverage, loss of income protection, or life insurance, no bank or lending institution is going to force you to buy a policy. You must conclude you need it, and can afford it; or put another way, cannot afford to be without it. The "it" is Living Benefit Life Insurance and 95% of Americans can honestly say "no one ever told me" it exists. Our mission is to make you aware that it does.

We have a sincere passion for the work we do. We believe in "it" and our ability to help you, your family, and your business to truly survive the "what if" financial risks and bumps encountered in life's journey.

That is the "crusade" we are on.