

## Do you have a love/hate relationship with life insurance?

If you do, then you are not alone. With September being Life Insurance Awareness Month, let's bring attention to your relationship with life insurance and show you how you can provide your clients with access to top life carriers, competitive prices and ultimately, financial security.

According to the 2015 Insurance Barometer Study cost is the leading reason given as to why Americans don't own life insurance with 80% of consumers misjudging the price of term life insurance. As the study shows, 30% of American believe they need more life insurance but 54% of Americans struggle with prioritizing as other financial obligations often come first. As an agent, your commitment to your clients will ultimately result in you educating your clients about how affordable term life insurance is and to not let perceived complexities about the application process intimidate them or you!

Term life is often the most affordable and easiest to obtain. Our relationship with Crump Life Insurance Services can help our members dip their toe into the life insurance pool or add on to their existing life carrier relationships. The best part is that is entirely up to you as to how much or how little you choose to utilize the resources available at Crump. With Crump, the term life application can be as simple as asking your clients a few basic questions, no need to get personal, let the Crump service team do that for you.

InsureNOW is the solution for agents when it comes to term life insurance. InsureNOW is Crump's online transaction center designed to accelerate your insurance business processing. InsureNOW is an electronic platform with tools to streamline insurance processing. Click [here](#) to learn more. With multiple solutions, ease of use and an excellent quoting function, InsureNOW should be a resource for every agent. With InsureNOW, you can check your case status, get appointed and submit applications.

Crump Life Insurance Services provides our members with access to over 200 carriers, a state of the art website, live personal assistance and a vast array of educational tools and resources. Various "Learn and Earn" webinars are available on many topics including, life, long-term disability, long-term care, annuities and more.

For more information visit [www.iiaba.net](http://www.iiaba.net), *Products, Crump Life Insurance Services* or if you are ready to get started, log onto *Big "I" Markets and selecting Offline Products: Crump Life Insurance Services*. Contact Christine Muñoz [christine.munoz@iiaba.net](mailto:christine.munoz@iiaba.net) with any questions.