



New Beginnings.

A flexible financial solution
for young families.

Life as a new parent is all about change.

- » Your **family** is changing.
- » Your **responsibilities** are changing.
- » Your **needs** are changing.

And as a parent, the decisions you make to prepare for those changes are more important than ever.

When you have children, your needs change.

New, and growing, families find four things especially important to them:¹



I'd like to do what's financially best for my family, but I feel too overwhelmed by financial burdens to make a decision on my own²...

**Financial
safety net**

Affordability

**Flexibility
to adapt
to changing
lifestyles**

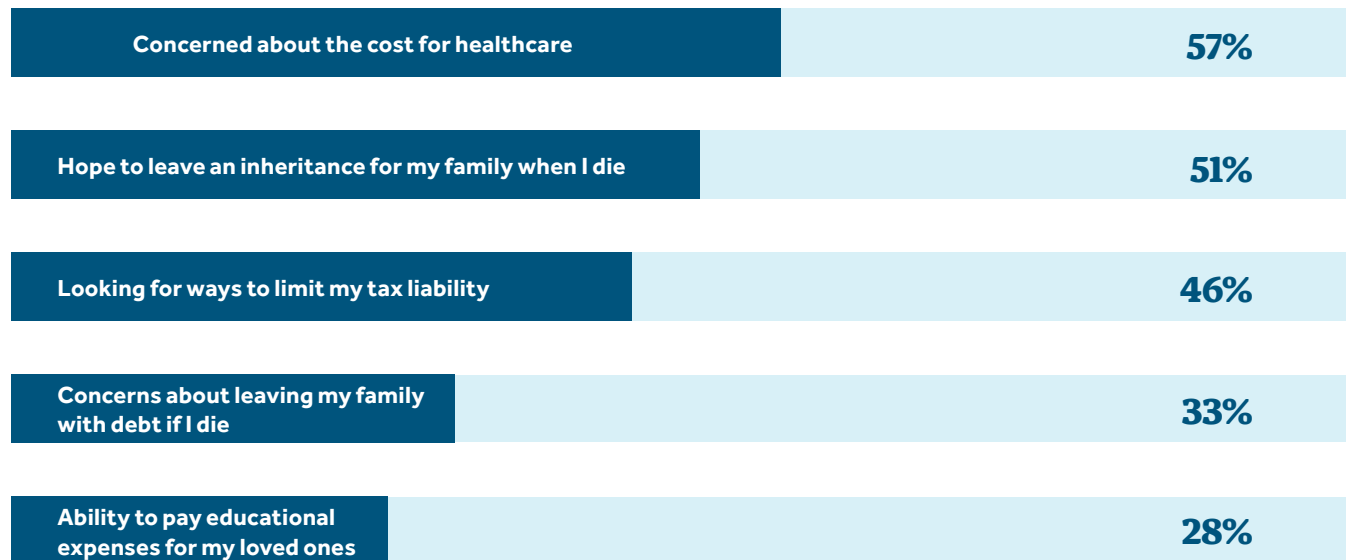
**Cash
accumulation**

¹Insights derived from latest (2020) NYL Needs and Motivation Study.

²Financial attitude results from MRI database for new parents in the family market, 2020.

What keeps parents up at night (besides their children)?

Concerns for parents*



How can you build a strategy to mitigate some of these concerns?

*Source: 2020 NYL Needs and Motivation Study

Start with a foundation and build up.

A foundation of financial security is laid out so potential financial success can follow.



Building a financial strategy for new and expecting parents starts with the lower part of the pyramid, consisting of protection and preparing for financial responsibilities.

For educational purposes only

New Beginnings uses life insurance to help growing families build a solid financial foundation.

How it works.

Immediate protection:



Term insurance and some whole life

- » Immediate, valuable coverage to protect income, mortgages, college savings, etc.
Start growing your permanent
- » insurance portfolio with a whole life policy.

Future protection and growth:



Term conversion to whole life

- » Convert term to whole life over time in accordance with what is within your budget and what coverage is necessary to meet your changing needs.

Future protection:



Access the value of whole life

- » Now enjoy solid whole life protection that provides cash value and permanence.
- » Options for meeting future needs.

Your foundation is built with life insurance protection.

There are two basic types:



Temporary term

Similar to **renting an apartment**



**Permanent cash value
whole life**

Similar to **owning a home**

Each type has unique characteristics.

Renting to owning:

Renting Term insurance

- » Provides a death benefit as long as premiums are paid when due
- » Temporary solution
- » Can be an economical way to start, but may cost more in the long run
- » Does not build cash value
- » Premium is a cost item
- » Can “rent to own” through term conversion¹



Owning Permanent cash value whole life

- » Provides death benefit as long as premiums are paid when due
- » Permanent solution
- » May cost more initially than term, but can end up being more affordable in the long run
- » Builds cash value
- » A portion of the premium is creating an asset (cash value) that can be borrowed against²



¹Certain conditions must be met.

²Accessing cash value via policy loans accrues interest and reduces the available cash surrender value and death benefit.

New Beginnings: A strong foundation consists of both.

A combination of term and permanent life insurance to help growing families like yours get started on the right foot.

Term:

Realistic.

Temporary protection

Can convert to permanent insurance

Term and whole life:

Advantages of both.

Complete protection

Cash value growth

Insurability locked in

Whole life:

Aspirational.

Guaranteed,* permanent death benefit

Income tax-free distributions**

Guaranteed cash value growth

*The guarantees of a permanent life insurance policy are based on the claims-paying ability of the issuer.

**If the policy is structured properly, cash value can generally be accessed income tax-free via partial surrenders and policy loans.



Term and whole life build a strong, permanent foundation.

Term takes care of the temporary needs of today with conversion options for the future.

- » Incorporating whole life into your strategy now gives you time to grow cash value you can use for your growing family years down the road. Not to mention, you're locking in a lower rate today.
- » In 2019, over half of New York Life policy owners who had young families owned both term and whole life insurance.¹
- » 60% of parents say that owning life insurance is important to protect myself and my family.²
 - Building a permanent strategy today can help with that.

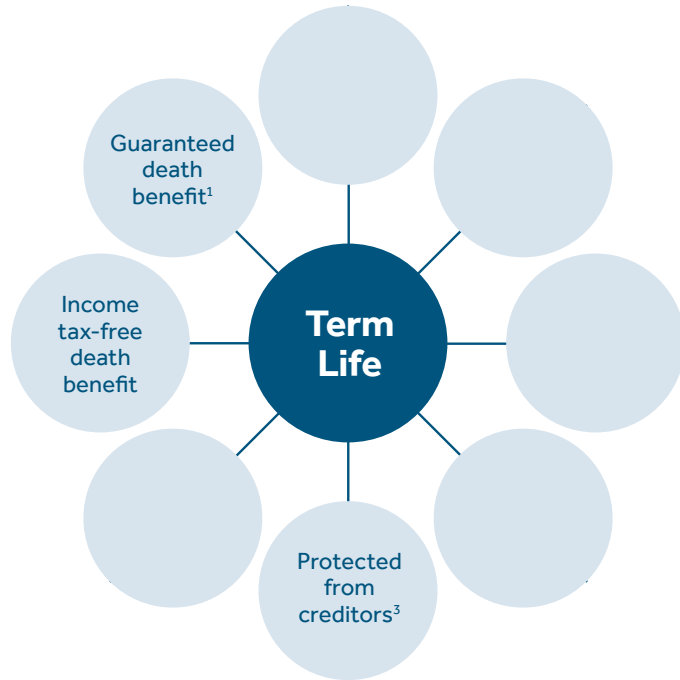
¹Sales count by combinations for policies sold in 2019 for family market segments.

²Source: 2020 NYL Needs and Motivation Study.



Renting or owning.

Renting your insurance



¹All guarantees are based on the claims-paying ability of the issuer.

²Dividends, which provide an opportunity for cash value growth, are not guaranteed.

³Varies by state and may be limited.

Owning your insurance



⁴You can access the cash value in your policy, generally tax free, via partial surrenders and policy loans. Policy loans accrue interest and reduce the policy's available cash surrender value and death benefit.

Four ways New Beginnings helps growing families like yours.

1

Creates a financial safety net

2

Makes the most of your insurance dollars

3

Adjusts to your changing life

4

Strengthens your ability to handle future expenses



How New York Life can help.

“At New York Life, every decision we make, every action we take, has one overriding purpose: to be here when you, our policy owners, need us.”



New York Life agents...

- » Analyze needs and work with your budget to create the perfect strategy for your family.
- » Focus on the needs of the family market to provide sound financial guidance.



Why choose New York Life?

- » New York Life has been protecting America's families and keeping its promises since 1845.
- » Highest ratings for financial strength currently awarded to any U.S. life insurance company.

A++

Superior

A.M. Best

AAA

Exceptionally
Strong

Fitch

Aaa

Exceptional

Moody's

AA+

Very
Strong

Standard & Poor's

Source: Third-Party Ratings Reports as of October 18, 2022.



In Oregon, the policy form number for
New York Life Whole Life is ICC1818217-50P (4/18);
Yearly Renewable Term ICC22423-135P; and
Level Term ICC22423-60P.

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