



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.

Families are coping with the ongoing economic challenges they face today:¹



Americans overwhelmingly say they're "doing at least OK financially," but most remain worried about rising prices, and 1 in 6 says they have bills they can't pay²...

Child care is a significant expense

2 in 3 Americans say inflation has made their finances worse

1 in 3 Americans couldn't cover a \$400 surprise expense

Double-digit price increases in home insurance

¹NPR, May 22, 2024, <https://www.npr.org/2024/05/22/1252712615/prices-americans-concern-economy-inflation-expenses>

²The Federal Reserve Report: Economic Well-Being of U.S. Households in 2023, published May 2024.

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
- » 40% of adults say their loved ones would be barely or not at all financially secure should the primary wage earner die unexpectedly.²
 - Building a permanent strategy today can help with that.

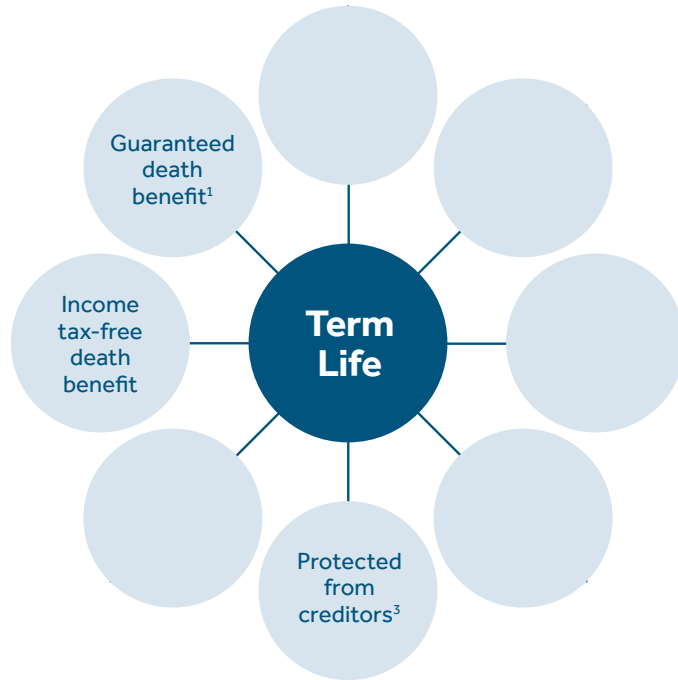
¹Sales count by combinations for policies sold in 2019 for family market segments.

²LIMRA 2025 Facts About Life Insurance



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.**
- » **New York Life has decades of proven financial strength.***

*Source: <https://www.newyorklife.com/about/our-strength/what-rating-agencies-say>.



In most jurisdictions, 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. State variations may apply.

Term life insurance is issued by NYLIFE Insurance Company of Arizona (“NYLAZ”), a wholly owned subsidiary of New York Life Insurance Company (“NYLIC”), except in New York where it is issued by NYLIC. NYLAZ is not authorized in New York, and does not conduct insurance business in that state.

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New York Life Insurance Company

51 Madison Avenue
New York, NY 10010
www.newyorklife.com
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