GROUP WHOLE LIFE INSURANCE

A New Way for Contractors to Stand Out From The Competition

Government spending on infrastructure projects is projected to soar in the near future. At the same time, the improving economy will increase demand for contractors in the private sector. This will create huge opportunities…**but also major challenges**.

It's not enough to win these contracts. You also need to maintain a **workforce able to successfully complete those projects**. That means you need a way to attract and retain skilled workers by providing something your competitors don't offer.

What Do Your Workers Want?

Employees…and prospective employees…look at more than wages when they evaluate a job opportunity. In fact, 60% of employees **say benefits are a major factor** in their job decisions.

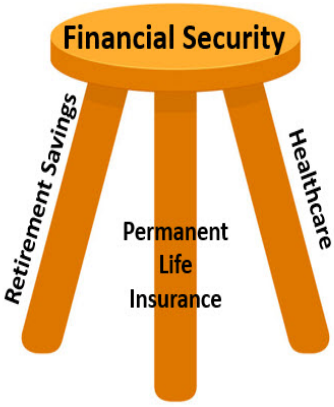
Now, more than ever, your employees are interested in **overall financial security**. At the same time, your company needs a **capable, skilled and motivated workforce**.

Most contractors do a good job guaranteeing **present-day financial security** for their employees through wages and benefits. But today's workers want more than that, they want long term financial security that extends through their retirement years.

The Keys to Long-Term Financial Security

Financial experts agree…long term financial security has three components:

- Retirement savings
- Healthcare
- Permanent life insurance



Employees look forward to retirement and the **long-term security** that comes from Social Security and Medicare. However, they are generally unaware of the biggest risk to their retirement security…the lack of life insurance that can be continued throughout retirement.

Why Life Insurance is a Problem for Contractors and Their Employees

Contractors, especially in construction-related industries, need to be aware of the challenges faced by their workers when it comes to life insurance.

Although construction workers only make up 6% of total American jobs, they account for 21% of overall job-related deaths. Because of this, life insurance in this sector has been limited to group term life instead of permanent insurance. With Fringe Assist, permanent insurance is now available to contractors on a group basis with guaranteed rates and underwriting.

Group Whole Life Insurance: A Smart New Benefit

Term life **only offers a death benefit**…and **only while the worker is employed**. It doesn't help your employees achieve the long term financial security they and their families need and want.

The Lack of permanent insurance is the biggest risk to your employee's financial security when they retire. Unfortunately, most employees aren't aware of this risk. **Only 18% of insured Americans own personal as well as company-provided life insurance**. Workers that have not acquired personal insurance during their working years are missing **a vital component of their retirement security**.

But now…**for the first time**…your company can provide your employees **Group Whole Life Insurance,** helping them ensure that they will enjoy financial security throughout their retirement years.

Group Whole Life provides **long-term financial security for your employees**…and important **benefits for your company**.

How Group Whole Life Benefits Your Workers

- **Coverage guaranteed to last a lifetime**…unlike term insurance
- **Portable coverage**…at retirement or even if workers change jobs
- **Guaranteed coverage**…regardless of health
- **Premiums and benefits guaranteed**…for life
- Policy **builds cash value** and can earn **dividends**

How Group Whole Life Benefits Your Business

- **Retain valued employees** and **attract the workers you want and need**
- **Provide a valuable benefit** your competitors don't offer

Even More Benefits for Government Contractors

When you win a government contract, **you commit to spending fringe dollars**.

Group Whole Life Insurance qualifies as a **bona-fide employee benefit** which allows you to **reduce your payroll burden**. This makes your **bids more competitive and projects more profitable**. It also provides your employees with the permanent protection they need and want.

The Choice Is Yours

Make **Group Whole Life Insurance** part of your company's benefit plan. It will **pay significant dividends** to your organization

Not only will recruits see you as **a good company to work for**…your current employees will **be less likely to leave** if they feel secure with you.

Questions?

Contact Fringe Assist or your insurance representative

fringeassist

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