GROUP WHOLE LIFE INSURANCE

A New Way to Stand Out From Your Competition

Government spending on infrastructure projects is projected to soar in the near future. This will create huge opportunities for government contractors…**but also major challenges**.

It's not enough to submit winning bids for these potentially lucrative government contracts. You also need to maintain a **workforce able to successfully complete those projects**.

Fringe Dollars: The Key to Success

It's no secret…using fringe dollars for benefits instead of cash payments **reduces your payroll burden**.

Public works projects typically include **a required fringe dollar component** in addition to base wages. How you allocate those fringe dollars can affect the **profitability of current projects** and your ability to **successfully bid future projects**.

Some contractors choose to pay **fringe dollars as cash**. Regardless of reason, **this approach increases your payroll burden**, makes your **bids less competitive** and projects **less profitable**. It also doesn't help your employees achieve the long-term financial security they want and need.

Which bucket are you in?



Why Benefits Matter

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 and motivated workforce**.

Most government contractors do a good job guaranteeing **present-day financial security** for their employees through wages and benefits. Employees look forward to retirement and the **long-term security** that comes from Social Security and Medicare but are generally unaware of the biggest risk to their retirement security.

But what if your company could provide a **unique benefit**? One that your competitors don't offer. A benefit that can help **you attract and retain the employees you need**…by enhancing their **long-term financial security.**

Group Whole Life Insurance: A Smart New Benefit

Until now, **government contractors** have only been able to offer term life insurance to their employees.

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

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 **Group Whole Life Insurance** to your employees. This helps ensure they will enjoy financial security in 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

- **Reduced payroll burden** by using fringe dollars for benefits
- **Retain valued employees** and **attract the workers you want and need**
- **Provide a valuable benefit** your competitors don't offer

The Choice Is Yours

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

Group Whole Life Insurance allows you to spend those required fringe dollars to **provide long-term financial security** for your employees. 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.

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

Questions?

The next step typically involves a quick phone call to gather the specifics of your situation, we then follow up with an estimate of potential savings and more detailed product information for your review.

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