

# 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?

Paying Fringe in Cash



Spending Some Fringe



Spending All Fringe



Competitiveness of Bid - Profitability of Project

### 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.