



Simple Whole Life: Frequently Asked Questions

What is life insurance?

Life insurance is a contract between you and an insurance company. You pay premiums and your beneficiaries are guaranteed a payout called a death benefit, after you die. Payouts can help provide for loved ones, helping them cover final expenses or replace your income.

Why buy life insurance?

It's tough to talk about what happens when we're gone. But it's important to consider how others would cope if you were not there to contribute financially. Everyday expenses, from childcare to groceries to mortgage payments don't disappear if you're gone. A life policy can help your spouse, children, parents or anyone who depends on your earnings, make ends meet.

What Is Simple Whole Life Insurance?

Simple Whole Life is permanent life insurance designed to last your whole life, as long as premiums are paid, rather than a specific term. It can also build cash value over time.

What are Simple Whole Life advantages?

Coverage is for life with no expiration date. Pay premiums on time and the policy remains in force. Plus, premiums remain the same for life regardless of age, health or lifestyle changes. So you don't have to worry about increasing costs. Also, policies that build cash value may allow you to borrow from the policy while you're alive.¹

What is a beneficiary?

A beneficiary is a person or entity you choose to receive a policy's death benefit.

Do you need a medical exam?

No. Our Simple Whole Life policies do not require time-consuming or invasive exams. Our easy-to-use platform can issue them instantly. If approved, you're automatically covered once you accept the offer and provide payment details. Pay your premiums and your policy remains in force for your whole life.

Simple Experience. Sensible Approach. Customized Solution.

Issuer: Western-Southern Life Assurance Company

How long does application and approval take?

The application is 100% digital; all done online via computer, tablet or mobile device. It only takes a few minutes. The approval process is just as quick. Expect a response in a few minutes.

What questions are involved?

You're asked for basic information such as name, address, phone number, birth date, social security number, citizenship or residency status as well as questions about your health including height, weight, nicotine use, prescription medications, any medical diagnosis, and past or current treatments/procedures.

How much whole life insurance do I need?

That depends on your annual income and how long your family will need to rely on it, figuring in your assets, debt, final expenses, childcare and education costs, etc.

How do I pay?

You can pay policy premiums by credit card or bank draft. Payments are automatically debited when due. Contact us if your account details change.



Can I change policy details?

Coverage specifics cannot be changed after a policy starts without applying for a new policy. But basic information such as name, address or beneficiaries may be modified by calling or logging into the customer portal.

Is Simple Whole Life right for you? Find out today!

westernsouthern.com/benefits-simple-whole-life

¹ Cash value may take years to accumulate. Interest is charged on loans. They may generate an income tax liability, reduce the Net Cash Value and the Death Benefit, and may cause the policy to lapse

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No bank guarantee • Not a deposit • May lose value • Not FDIC/NCUA insured • Not insured by any federal government agency

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