

The Seltzer Studies

Insure Your Love Month

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February is “Insure Your Love Month”.

With it being the month of love, it serves as an important reminder to make sure your loved ones are taken care of. Having life insurance in place can provide peace of mind and comfort in knowing you’ve taken steps to protect your loved one’s financial well-being.

Take Traci Kovacic for example:

Michael was a fit and healthy 32-year-old. One morning he left to run a 10K race. As he ran out the door, he kissed his wife, Traci, good-bye along with newborn Calvin and “big” sister Josie. He never made it home.

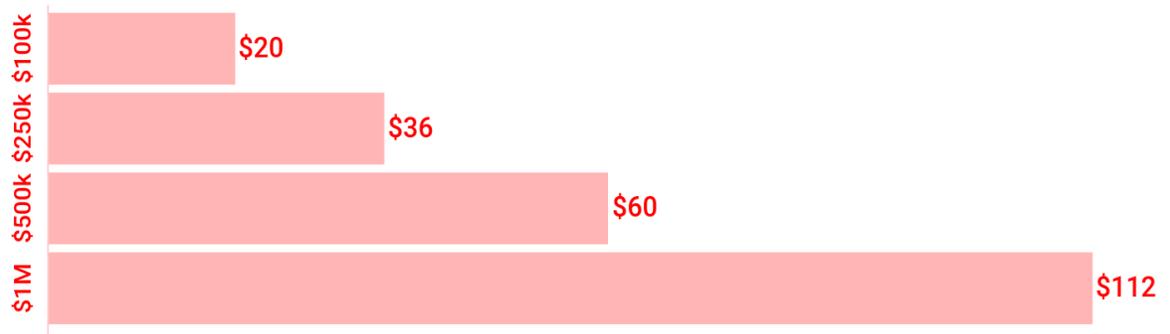
As he crossed the finish line, Michael collapsed and died. The Kovacic family would never be the same.

Thankfully, they had life insurance. Even though the young couple had been living paycheck to paycheck, their insurance professional had convinced them to buy an affordable policy.

Cont’d on pg. 2

How Affordable Is Life Insurance?

Life insurance is often more affordable than many realize. ValuePenguin conducted a study among various companies, rates, customer base and policy types to determine the average cost of life insurance. Here is what they found to be the average rates by policy face value:



Average monthly rates are based on a male in excellent health. Sample policy term length is 20 years.

It is important to remember there are many factors are considered when quoting life insurance, such as gender, age, weight, pre-existing health condition, smoking history, etc.

Insure Your Love (continued)

Traci says the hardest part for her was knowing that the love of her life was never coming home. "But the reality is that everything else stayed the same," she says. "The paychecks stopped immediately, but I still had to keep the lights on, buy food, pay the mortgage and take care of the kids. Having life insurance meant I didn't have to make any immediate decisions or sell the house."

"The life insurance saved us—and it still does today," she says.



This is a true story that has been shared by Life Happens—a nonprofit initiative to provide unbiased information to help make smart insurance decisions to protect loved ones.



New Executive Orders That May Impact the Workplace

Our partners at East Coast Risk Management talk about 6 new executive orders that may impact the workplace in their most recent [blog post](#):

[https://eastcoastriskmanagement.com/
executive-orders/](https://eastcoastriskmanagement.com/executive-orders/)

Life Insurance in Numbers

According to Policygenius

54%

Percent of American adults who have life insurance

27%

Of the 57% of American adults with life insurance, the percent who only have group coverage — which usually isn't enough (and is rarely portable)

10x to 15x

The multiples of your annual income that most financial advisors recommend you need when buying life insurance for income replacement

40%

Percent of insured who wish they had purchased their policies at a younger age

5x to 15x

How much more permanent life insurance (like whole life insurance) costs vs. term life insurance

4.5-9%

Average percent increase in your insurance costs as you age, assuming your health stays the same

30%

The average cost difference between sequential health ratings of individuals

2x to 3x

How much rates for smokers cost vs. rates for nonsmokers (but a year after you quit smoking, most companies will offer you nonsmoker rates)

Employee Spotlight



Eric Fryer is a Risk Executive who has a passion for learning as much about his clients as he can. He takes pride in advising individuals who risk their lives for our community, and it shows by his efforts put forward when reviewing policies of Fire Departments, Emergency Medical Services, and other rescue organizations.

In addition to emergency services, Eric has spent years learning the operations behind municipalities, boroughs, car dealerships, and manufacturing facilities. Each of these industries holds a unique place in the insurance world, and he has built relationships with carriers and clients alike to expose and implement the best programs available.

In his free time, Eric enjoys spending time watching and coaching sports, and making memories with his family. He currently serves as a youth soccer coach for Schuylkill Haven Soccer Club, a youth basketball coach for Schuylkill Haven Recreation Department, and as a Little League Manager for Schuylkill Haven Little League.

5 CONVENIENT LOCATIONS

HEADQUARTERS

610 Rt. 61 S., P.O. Box 219
Orwigsburg, PA 17961

EMMAUS

1328 Chestnut Street
Emmaus, PA 18049

MYERSTOWN

3 East Lincoln Avenue
Myerstown, PA 17067

POTTSVILLE

894 Gordon Nagle Trail
Pottsville, PA 17901

READING

2447 Perkiomen Avenue
Reading, PA 19606



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