

**PRIORITY:**  
Cell phone  
or loved ones?



## What your monthly expenses say

Life is busy, and if you're like many people, your monthly expenses have changed without thoughtful consideration. When was the last time you took a step back to look at your **must haves vs. your nice to haves?** Does your must have list include protection for your family's financial future should an unexpected event occur? If not, consider adding life insurance to your list of must haves.

If you're wondering about the cost, it's much more affordable than you think, especially when compared to other monthly expenses. After all, family is forever. . . and there's no better time than the present to show them how much you care.

Average  
cost of a cell  
phone plan.<sup>1</sup>

**\$144**  
PER MONTH

Cost of a  
\$500,000 life  
insurance policy.<sup>2</sup>

**\$19**  
PER MONTH

**For more information, contact your  
financial professional.**

<sup>1</sup> What is the average cell phone bill per month? MoneyLion, December 2023. <https://www.moneylion.com/learn/average-cell-phone-bill-per-month>

<sup>2</sup> Female, 30-yr-old, preferred non-tobacco, Select-a-Term, \$500,000, 20-yr duration; rates as of Mar. 9, 2024. Please check with your financial professional for the current premium rate.

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