



### *Protecting policyowners for 125 years*

Since 1895, Kansas City Life Insurance Company has assisted policyholders through world wars, the Great Depression and various periods of recession and inflation. Built on integrity, sound investment strategies and honest business practices, every product we sell is backed by more than a century of quality service and financial security.

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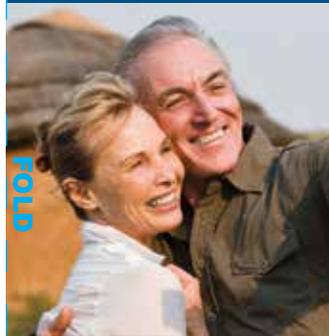
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# Life Insurance is for the

# Living



## Protect yourself and your family through the power of life insurance



Most people think about life insurance in its most basic form: A person purchases a policy to provide financial protection for his or her family in the event of death.

This is the primary reason people purchase life insurance, but did you know that as the policyowner, there are “living benefits” to owning a life insurance policy?

There are plenty of living benefits to owning life insurance, ranging from cash value accumulation to return of premium, to living benefit riders.

Explore the living benefits of life insurance throughout this brochure, then contact your local Kansas City Life Insurance Company representative to get started.

You can use the tax-free returned premium for anything you want – pay off your mortgage, buy a new house, put the kids through college, save for retirement – anything at all. There is no “catch” to purchasing return of premium life insurance which is why it has become so popular.

### How does return of premium life insurance work?

Sarah and Eric, both age 24, are newlyweds and recently purchased their first house together. As the primary breadwinner, Sarah wants to be sure that she can protect Eric and their assets, in the event that she dies prematurely. Sarah is extremely active and in great health, so she believes the likelihood of premature death is relatively low. However, she still believes she needs life insurance coverage.

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Sarah purchases a 20-year return of premium life insurance policy from Kansas City Life. At the end of 20 years, Sarah will receive 100% of her paid eligible premiums if she is still alive.

## Return of Premium

Although term insurance is considered the lowest cost life insurance, many people feel term premiums are wasted if they outlive the coverage. Additionally, permanent insurance can sometimes be more costly than your current budget allows.

Kansas City Life offers a product designed specifically to combat this common objection to purchasing term life insurance. The product is called return of premium life insurance, and it is gaining in popularity.

### What is return of premium life insurance?

Return of premium life insurance is a form of life insurance that provides protection in two ways. The policy provides death benefit protection and a return of eligible premium after the policy's level premium period. The return of premium feature is aimed right at one of the common objections to a traditional term life policy:

“If I outlive the term life coverage, my money will have been wasted.”

If you purchase a return of premium life insurance policy but do not die before the end of the level term period, all of the eligible premiums you paid during that period are returned to you.

## Cash Value Accumulation

One of the simplest living benefits a permanent policy from Kansas City Life can offer is cash value accumulation.

Most permanent life insurance policies accumulate cash value. Cash value is money that the policyowner can borrow or withdraw from the policy to use at his or her discretion.

### Why is cash value a great living benefit?

Cash value accumulation can be used for life's emergencies such as paying for medical bills, or any of life's expenses such as purchasing a new home, renovating a home, or even paying off a mortgage early. Most cash value accumulation is also tax deferred, and how you use the funds is not restricted.

Cash value is accumulated on all types of permanent life insurance policies that Kansas City Life offers. It can be offered as a loan on the original policy which must be repaid, or if the policy has earned enough value, the cash value can be deducted from the death benefit without repayment.\*

*\*Certain restrictions apply. Policyowner must keep the policy in force by paying monthly premiums.*

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## Living Benefit Riders



What is a rider? A rider is a feature that is added to a life insurance policy that can increase the benefits of the policy for the policyowner or beneficiary.

There are plenty of different types of riders available, including living benefit riders. Eligible living benefit riders can be added to a life insurance policy to help offset expensive and often unexpected health care costs – while you, the insured, are still alive.

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### Here is how it works

Let's say Jared is a new Kansas City Life customer. Like everyone, he wants to protect his wife, Karla, and their newborn baby girl. After thinking long and hard about the type of policy he should purchase, Jared's agent suggests he purchase a Kansas City Life permanent life insurance policy with a living benefit rider added.\*\*



With the living benefit rider in place, Jared's policy now has the capability, under specified circumstances, to provide pre-payment of a portion of the death benefit – while Jared is still alive.

With this policy and living benefit rider in place, Karla won't have to worry about the financial burden of Jared's medical expenses should he become terminally ill. Also, by purchasing this policy, Jared now has a death benefit in place that can help financially protect his wife and their daughter if he dies prematurely.

*\*\*Certain conditions apply to this coverage. Coverage not available in all states.*