“As a life insurance agent, I am charged with bringing financial security to my clients.”
—Gib S., Houston, Texas

“We advocate for families to plan ahead and make the right decisions for their future.”
—Bill O., Asheville, North Carolina

“We make a difference for our clients, and that’s all that really matters to me.”
—Tracy J., Scottsdale, Arizona

“I thoroughly enjoy being in the life insurance business and providing products that give financial security to people across the country.”
—Barry R., Williamsport, Pennsylvania

FINANCIAL SECURITY
for all
Public Policy that Benefits the Consumer

The core business of the life insurance industry is financial security, and retirement security is one of our critical missions. As society and work change, life insurance companies and financial advisors are committed to solutions that protect all Americans, regardless of where or how they work, their life stage, or the economic status of their household.

We support the well-crafted partnership of private and public solutions and seek to expand the availability, accessibility, and affordability of financial protection and retirement security products for all.

“I really think if there was anything he was so happy and proud that he did, it was to have purchased that life insurance. It allowed him to leave this earth comfortable, knowing that we would be financially okay.”

—Tonia Wachtel
American families need protection against life’s financial uncertainties. The life insurance industry is uniquely positioned to serve consumers and help them navigate a range of financial challenges over the course of a lifetime: from preparing for retirement, to affording parental leave, to caring for aging parents, to making retirement savings last, to aging in a place they choose. Our focus is on creating opportunities for financial security for all Americans.

Only life insurers provide products that protect families from the impact of certain financial risks—providing peace of mind through life insurance, disability income insurance, and long-term care insurance. And only life insurers deliver lifetime income guarantees through retirement annuities—protecting individuals and families from the risk of outliving their retirement savings. These protections and guarantees are not available from any other industry. Dedicated agents and advisors work with American families and businesses every day to deliver the products that are right for their clients—helping them achieve financial and retirement security.
Financial Protection & Peace of Mind

**Life insurance** protects families against financial loss from the death of a loved one by providing a source of reliable liquid assets if the need arises to pay for death-related expenses, such as medical bills and funeral costs. It also provides funds to replace the lost income from a provider—helping families cover daily living costs, mortgage and tuition payments, childcare, and other expenses.

Life insurance also is important for businesses of all sizes, which often purchase it to protect jobs after the death of an owner or key employee, or to finance employee benefits, including important survivor and supplemental retirement benefits.

**Disability income insurance** provides workers with paycheck protection—helping to ensure mortgage payments, rent, or utilities can be paid in the event that a worker becomes disabled. Currently, approximately 47 percent of full-time civilian workers are provided paid family and medical leave under their employer’s short-term disability plan.

**Long-term care insurance** can protect a lifetime of savings and help individuals maintain financial independence and dignity should long-term care services be needed.

**Supplemental benefit products** provide flexible benefit choices that build on the basic coverage offered by an employer. Offered at the workplace at discounted rates, supplemental products include additional life and disability income insurance as well as products, like dental and vision insurance, that help offset employees’ out-of-pocket medical expenses.
Life insurers are leading providers of retirement security solutions—helping families plan for a secure retirement through 401(k), 403(b), and 457 plans, IRAs, and retirement annuities. **Annuities** are the only financial products that ensure retirees cannot outlive their savings by guaranteeing a paycheck for life. Currently, life insurers manage 15 percent of all defined contribution plan assets and 13 percent of all IRA assets. And more than 14 percent of Americans’ long-term savings are in permanent life insurance and retirement annuities.

In addition, life insurers are leading providers of retirement plans to small businesses, with our companies and agents playing an important role in helping small businesses offer retirement solutions to American workers.

“I had a choice whether to put him in a nursing home or take him home. My choice was to take him home. If I didn’t have the long-term care insurance, I don’t think I would have had that choice.”

—Theresa Mollicone
Economic Investment

Life insurers’ products help employers of all sizes by providing businesses with more stability and certainty, fueling economic growth. The industry is a driving force in the economy, generating 2.5 million American jobs. Life insurers also are one of the largest sources of investment capital in the nation, with $6.5 trillion invested in the U.S. economy to support economic stability and growth.

We invest in American business for the long term, holding 21 percent of all U.S. corporate bonds.

“The disability insurance I took out allowed me to not worry about who’s taking care of our family; it allowed me to focus on recovery and getting better.”

—Tim Meredith
Who We Are

ACLI

The American Council of Life Insurers (ACLI) is the leading trade association driving public policy and advocacy on behalf of the life insurance industry and the 90 million American families relying on life insurers’ products for financial protection and retirement security.

ACLI’s 280 member companies represent 95 percent of industry assets and are dedicated to promoting consumers’ financial well-being with products that reduce risk and increase their financial security, including life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, dental and vision and other supplemental benefits.

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Follow us @ACLI_news and Facebook.com/ACLI_news

NAIFA

Founded in 1890 as The National Association of Life Underwriters (NALU), NAIFA is the oldest, largest and most prestigious association representing the interests of insurance professionals from every Congressional district in the United States. Our mission – to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members – is the reason NAIFA has consistently and resoundingly stood up for agents and called upon members to grow their knowledge while following the highest ethical standards in the industry.

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Follow us @NAIFA and Facebook.com/NAIFA_nationals.
The Life Insurance Industry
at a Glance

90 million families rely on our products

$1.9 billion a day paid to families and businesses

2.5 billion jobs generated by the industry

$6.5 trillion invested in the economy

#1 industry investor in U.S. corporate bonds