

ColonySM Term

The Traditional Term Life Insurance Solution

Genworth 



Life insurance products underwritten by:
Genworth Life and Annuity Insurance Company, Genworth Life Insurance Company,
Richmond, VA ,

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Key Benefits of ColonySM Term Life Insurance

ColonySM Term life insurance provides affordable protection for a specific period of time – 10, 15 or 20 years.

What's important to you?

Your Family

A family brings joy and challenges, pride and responsibilities – all things that make life meaningful. A family also brings obligations. Besides your emotional and moral support, your family relies on you for financial support, especially during the years when your children are at home and you are paying a mortgage, saving for college educations and trying to build a retirement nest egg. As difficult as it is to stretch your income to cover those often-competing financial demands, imagine the impact on your family if your income disappeared altogether. Their standard of living could decline without a financial safety net.

Your Life Insurance Protection Needs

The amount of coverage you need is based on your individual situation and the expenses you need to cover. You might want to minimize the financial impact on your family by paying off the mortgage, funding your children's college educations or eliminating any outstanding debt.

Colony Term allows you to meet these obligations by specifying the amount and duration of your coverage so that you buy only what you need – for as long as you need it. If you have health conditions that you think might affect your insurability, they may no longer be barriers to buying life insurance.



You are not alone – 44% of Main Street Americans earning between \$50,000 and \$250,000 have no life insurance. And...those who do may not have enough.¹

There's a simple solution: Colony Term life insurance – Affordable protection for life's responsibilities.

Anxiety, asthma, depression and other common medical conditions are no longer barriers to buying life insurance.

¹Genworth Financial 2012 LifeJacketSM Study, September 2012, Main Street Americans refers to households with income of \$50,000 - \$250,000.

Simple Truths. Simple Solutions.



Your Decision

The decision to buy life insurance isn't just about dollars and cents - it's about your and your family's well-being. Owning life insurance gives you a greater sense of control over your family's financial future - even if you're not there to provide for it. Genworth is ready to help you every step of the way with affordably priced term life insurance coverage, knowledgeable advice and efficient service.

I am looking for	Colony Term Solutions
Safety	Death-benefit guarantee for coverage period selected
Predictable Payments	Premiums will not increase for the initial period of the policy*
Affordability	Most coverage for lowest premium
Coverage for a Specific Period	10, 15 and 20-year coverage periods
Value	Buy only the protection you need
Underwriting Flexibility	Our broader underwriting standards make preferred premium rates available to more individuals

* The policy has level guaranteed premiums for the selected period of 10, 15, or 20 years. After the level period, premiums are not guaranteed and increase annually.



Examples of Colony Term at work

"Educating my sons is too important to put at risk."

"My brother-in-law died of a heart attack the day he moved my niece to college. It was a horrible beginning to what should have been one of the happiest times in her life. In addition to the emotional stress, her mom had to make some difficult financial decisions. He had life insurance from his job and some other investments, but not enough to cover all of their expenses. Her mom had to take out major tuition loans and make real sacrifices for her and her brother to finish college. With our two sons going to college over the next eight years, I want to make sure nothing like that happens to us... or them."

Make the smart move.

A \$125,000, 10-year Colony Term policy helps ensure the money for both children to attend college will be there. For a male, age 45, this coverage is available for an annual premium of \$211.¹

The quotes above are fictitious and used to illustrate hypothetical life situations.

¹ All annual premiums shown are based on individuals who qualify for the "Preferred No Nicotine Use" underwriting classification.

“The one thing we thought we no longer needed was protection for our retirement dreams.”

“David and I are so looking forward to – and planning for – our retirement. Our children have graduated from college and the mortgage is almost paid off. I’m finally able to put more money in my 401(k) plan and Dave’s contributing more to his IRA. We assumed we no longer needed life insurance. Then, our financial professional asked us something we hadn’t really thought about: what would happen if one of us dies before we get to retirement? We realized that, if either one of us died before retirement, the other would not only have to go through a stressful ordeal, they might have to postpone retirement and face serious financial challenges as well. Ironically, the one thing we thought we no longer needed was a policy that would protect our retirement dreams.”

Create a certain outcome.

Protecting both spouses is key. A \$250,000, 15-year Colony Term policy on each will replace the earnings lost if one dies before retiring – providing the secure retirement both had worked so hard to achieve. A 52-year old male can be covered for an annual premium of \$638¹, and a 50-year old female can be protected for an annual premium of \$418.¹

“If anything happened to me, I want Troy to have the future I envision for him.”

“Unfortunately, our “happily ever after” didn’t quite turn out that way. One good thing came of our marriage, though. Our son, Troy. His mom re-married several years ago and has another child with her new husband. Even though we share custody of Troy, I’m pretty much a single dad. I know that if anything happened to me, she wouldn’t be able to afford to give Troy the future I want him to have. That’s why I’ve set up a trust for him in case anything happens to

me. I can’t afford to set much aside right now, so I bought a life insurance policy that would go a long way to covering expenses for his care and education if I’m not around to help pay for it.”

Give him the best start possible.

A \$500,000, 20-year Colony Term policy can fund Troy’s trust, and give this single parent the financial sense of security of knowing that his son can have a great start in life. In this case, a 32-year old male can purchase \$500,000 of protection for an annual premium of \$395.¹

“I didn’t realize how easy it would be to maximize our coverage when we need it most and minimize it when we don’t.”

“It came as a shock when I calculated how much life insurance I would need. Our lifestyle isn’t lavish by any means, but the thought of not being there to provide for it was unimaginable. Obviously, I didn’t want to buy more insurance than I needed. I also didn’t want to buy it for longer than necessary, since I believe we’ll need less insurance as we get older. Our financial professional recommended “laddering” the coverage so that we would have the right amount of coverage at the right time. It not only made sense, it made me feel more confident about our financial situation.”

The power of two policies.

Combine the protection of a \$500,000, 10-year Colony Term policy with a \$200,000, 20-year Colony Term policy to “ladder” coverage as needed. For a 45-year old male, the annual premium for the first 10 years, when both policies are in force, is \$500¹, and it decreases to \$374¹ per year when only one policy is force. That’s \$700,000 of coverage for the first 10 years, reducing to \$200,000 for the next decade.

It's Easier Than You Think

Getting life insurance can be as easy as taking these three simple steps:

- 1 Calculate your life insurance needs.
- 2 Discuss your needs with a financial professional.
- 3 Repeat steps one and two annually.

A List to Get You Going

The amount of coverage you need is based on your individual situation and the expenses you want covered. Review the categories below and identify those areas that might apply to your situation. Then, go to our life insurance calculator (genworth.com/lets-talklife) to get a realistic estimate for the amount and cost of coverage you may need. This list can help you have a better conversation about your protection needs.

What do you need life insurance to cover?

1 HOUSING

- Mortgage Payment or Rent
- Utilities
- Maintenance
- Insurance
- Taxes

2 FAMILY EXPENSES

- Childcare
- School supplies & fees
- Activities (sports, lessons)
- Eldercare

3 TRANSPORTATION

- Auto Maintenance
- Car Payment
- Insurance
- Property tax
- Periodic Replacement of Vehicle

4 LIFESTYLE

- Groceries
- Clothing
- Entertainment
- Vacations and Travel

5 EDUCATION

- College for Children
- Adult education
- Grandchildren's College

6 DEBT AND ONGOING OBLIGATIONS

- Credit Card Debt
- School Loans
- Medical Bills
- Alimony/Child support

7 PETS

- Veterinary Bills or Procedures
- Food and maintenance
- Arrangements for Pets Who May Outlive You

8 MEDICAL EXPENSES

- Current and future costs
- Long term care costs
- Insurance

9 CHARITABLE GIVING

- Organizations
- Causes

10 SAVINGS & INVESTMENTS

- Money market account
- Personal savings account
- Children's savings account(s)
- CDs (Certificates of deposit)
- 401k
- IRA (Individual Retirement Account)
- Other retirement savings

OTHER CONSIDERATIONS

For more information visit
genworth.com/lets-talklife

About Genworth Financial

- A leading insurance holding company in the United States
- Strong history: Our roots go back to 1871 with the founding of The Life Insurance Company of Virginia; our insurers, Genworth Life and Annuity Insurance Company and Genworth Life Insurance Company, have over \$582 billion of life insurance in force (12/31/11)
- Product innovation: Genworth Life & Annuity and Genworth Life are industry leaders in the development of universal life insurance products

We'll be here when your family needs us the most

For over 140 years we've built our reputation on life insurance – paying benefits to families at the most critical moments of their lives. That's when they'll know you made the right choice – to rely on the Genworth Financial companies to help provide for them when you no longer can.

Providing sound financial security

We're dedicated to giving you one thing that is appreciated – the power of choice. By giving you the flexibility to decide what's best for you, you'll find the solutions that can help ensure your family can achieve their dreams.



The Genworth Financial companies and their representatives and distributors do not provide tax or legal advice. You should ask your independent tax and legal advisors for advice based on your particular situation. Examples and quotes are hypothetical and used only to help you understand the ideas. They may not reflect your particular circumstances.

Colony Term is a traditional term life insurance policy.

All products, their riders, and benefits are subject to the terms and conditions of their policy forms and to state availability and issue limitations.

ColonySM Term is subject to Form No. 1420 (96) et al. or 1421 et al. (Genworth Life & Annuity) or Form No. GE-1420 et al. (Genworth Life).

All guarantees are based on the claims-paying ability of the issuing insurance company.

Insurance and annuity products:	<ul style="list-style-type: none">• Are not deposits.• May decrease in value.	<ul style="list-style-type: none">• Are not insured by the FDIC or any other federal government agency.• Are not guaranteed by a bank or its affiliates.
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