

BetterLife[®]
A different kind of life insurance company

Pay Off Your Mortgage Early and Protect Your Family

With BetterLife's Bi-Weekly Benefit Plan



Would You Like to Have...

- **A life insurance policy that can cover you and your partner and can help your family stay in your home if something happens to either of you?**
- **The option to pay off your mortgage early and save thousands of dollars in mortgage interest payments?**
- **An additional emergency fund that is accessible for any reason?***

If you answered “yes” to these questions, our BetterLife Bi-Weekly Benefit Plan might be the right solution for you. In addition to providing an excellent life insurance solution for homeowners, it also provides a simple, easy, and affordable way to pay for your life insurance.

**Life insurance cash values can be accessed through loans or withdrawals. Withdrawals may be subject to surrender charges and could have a permanent effect on cash value and death benefit.*



How Does the Bi-Weekly Benefit Plan Work?

Have you heard of a bi-weekly mortgage before? With this type of mortgage, you pay half of your mortgage payment every two weeks, which means you make 26 half payments per year. The result is that you make two extra half payments, the equivalent of one extra mortgage payment, per year. Paying this way can reduce the time it takes to pay off your mortgage by several years. See the table below for an example.

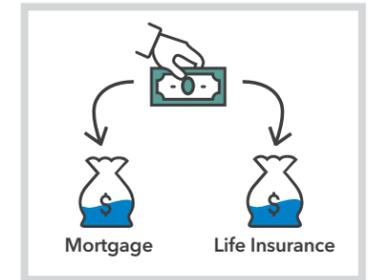
| | Payment | Payment Frequency | Payments Per Year | Total Paid Per Year |
|--------------------|---------|-------------------|-------------------|---------------------|
| Typical Mortgage | \$2,000 | Monthly | 12 | \$24,000 |
| Bi-Weekly Mortgage | \$1,000 | Every 2 weeks | 26 | \$26,000 |

Our Bi-Weekly Benefit Plan is similar because you pay approximately half of your mortgage payment every two weeks. **However, instead of paying the lender one extra mortgage payment per year, that payment will go towards paying for your BetterLife Universal Life Insurance policy.**

Here's how it works:

Your bi-weekly payments will go to BetterLife directly; we pay your mortgage lender for you each month and collect premiums for your life insurance policy.

Your life insurance premiums go towards paying the cost of insurance, administrative fees, and building your policy's cash value, which is what can help you pay your mortgage off faster.



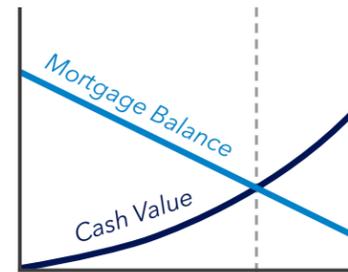
Why Would You Want the Bi-Weekly Benefit Plan?

It makes paying for your life insurance and mortgage simple and easy.

With this plan, you make a single bi-weekly payment that covers both life insurance and mortgage. Since the amount is about half your mortgage, many people don't notice the two extra payments made over the course of the year to cover the cost of life insurance.

You can use your cash value to pay off your mortgage several years early.

The Bi-Weekly Benefit Plan is a way of conveniently paying for your universal life insurance policy, which has an option to build cash value. Over time, the cash value earns interest and grows, and if you pay enough in premiums, it will eventually exceed the amount of your mortgage. You can choose to use the cash value to pay off your mortgage loan and potentially save thousands in mortgage interest.*



The cash value can be used for emergency purchases.

You can access your cash value for any reason, for example if your car breaks down and you need access to emergency funds. Keep in mind that taking money from your cash value affects your policy. Make sure you discuss your options with your agent.

Universal life insurance provides an income tax-free** death benefit.

When a death occurs, it typically has a big financial impact on a family. A life insurance policy pays out a sum of money (or death benefit) and can help ensure that your family can afford to stay in your home.

You'll gain access to all of BetterLife's Member Benefits.

Our exclusive, no-cost member benefits include scholarships to assist members seeking higher education, funds to help run your next community event, grants for health expenses and disaster relief, and more! Turn to page 12 for a full list of our member benefits.

*Life insurance cash values can be accessed through loans or withdrawals. Withdrawals may be subject to surrender charges and could have a permanent effect on cash value and death benefit. **According to current tax laws, IRC Sections 101 & 7702.

The Bi-Weekly Benefit Plan in Action

So, how would this work in the real world? Let's see how using the Bi-Weekly Benefit Plan can work in the long-run using real numbers. The following example shows approximate values and is based on a healthy 30-year-old couple – let's call them Sam and Lucy.

EXAMPLE: \$200,000 Universal Life Insurance Policy*

- The beginning mortgage loan amount is **\$200,000**. It is a **30 year loan** at **3.5%**.
- Sam and Lucy make a bi-weekly payment of **\$998 every two weeks**. We pay their monthly mortgage, taxes, and insurance to their mortgage company and the two extra payments of \$998 pay a semi-annual life insurance premium.
- In year 26, they could use their life insurance cash value to pay off their mortgage, saving \$2,819 in mortgage interest and **eliminating \$39,391 in future mortgage payments**. They would pay their mortgage off 4 years sooner.**
- This example is a "worst case scenario" because it is based on the minimum interest rate and maximum cost of insurance. So, in reality, the cash value may grow faster and allow Sam and Lucy the option to pay off their mortgage sooner and save more in interest payments.

| | Mortgage Balance | Life Insurance Cash Value |
|----------------|------------------|---------------------------|
| Year 10 | \$154,407 | \$14,140 |
| Year 15 | \$125,096 | \$24,200 |
| Year 20 | \$90,188 | \$34,330 |
| Year 26 | \$39,391 | \$44,802 |

- The next step is to ask your agent to provide a customized illustration for you, which will provide you with numbers based on your unique situation.

*Policy ICC20ULJ. This example uses preferred rates. The guaranteed interest rate is 3.0%. This example includes \$691 in taxes and \$250 in homeowners insurance monthly. During the first 15 years, there is a surrender fee if a withdrawal is taken from the cash value. **If you withdraw cash value to pay off your mortgage loan, this will affect the performance of your policy and may cause your policy to terminate or lapse. Future mortgage payments are eliminated because you pay off the balance of your mortgage loan with a lump sum payment.

Why Universal Life Insurance?

The Bi-Weekly Benefit Plan not only gives you a new way to pay your mortgage, but it provides a unique and convenient way of paying for universal life insurance. So, having a good understanding of universal life insurance will help you to decide if this is the right plan for you.

Here are the most important features of BetterLife Universal Life Insurance:

 **Permanent Protection:** Like we mentioned before, as long as you pay enough in premiums, your universal life insurance protection can last your entire lifetime, or until age 121.

 **Cash Value:** Your universal life policy has a cash value, which grows over time. This rate can fluctuate depending on changes in interest rates, but it will never go below the policy's guaranteed rate. Ask your agent for details.

 **Flexibility:** One of the more unique characteristics of this type of insurance is its flexibility - meaning that you can adjust your payments and your death benefit if you choose. Typically, people with the Bi-Weekly Benefit Plan do not decrease the death benefit or their premiums because they want the option of paying off their mortgage with the accrued cash value in the future.

 **Single or Joint Policies:** Universal life can cover either one or two people. Our joint universal life insurance is what we call a "first to die" policy, so it covers the person who passes away first. A joint policy is typically less expensive than purchasing two separate universal life insurance policies for you and your partner.

 **Accelerated Death Benefit Rider:** This rider can be added for no additional charge and allows you to access a large portion of your death benefit if you or your partner develop a terminal illness. To learn about additional rider options that allow you to add customized protection, ask your agent.

 **Member Benefits:** Don't forget, this policy also provides access to our free member benefits (see page 12 for details).

"For me, having our life insurance and mortgage taken care of through the Bi-weekly Benefit Plan has been super convenient. It's also nice to know that we will save time off our mortgage which will also save us money. Worst case, we have the life insurance that goes along with it to help us in the event of a death."

- Hope Bloch, Hortonville, WI



How our Bi-Weekly Benefit Plan will help you in the future:

Whether life is smooth sailing over the next few decades or it throws some unexpected curve balls, our Bi-Weekly Benefit Plan is designed to support you. Here are a few examples of life scenarios in which this plan can jump in to help:

Scenario 1: Smooth Sailing

Over the years, no major hardship occurs and you and your partner remain healthy.

How your Bi-Weekly Benefit Plan can help: Once your policy's cash value exceeds the balance of your mortgage loan, you can use some or all of the cash value from your policy to pay off the remainder of your mortgage loan. This can help you pay off your mortgage four to seven years early and save thousands of dollars in interest payments! If you use the entire cash value of your policy, your life insurance coverage will end. However, you can opt to leave some cash value in the policy and keep your coverage. Ask your agent how your policy will be affected.

Scenario 2: A Bump in the Road

A few unexpected issues arise, such as a broken furnace or car problems. You find that your savings is not enough to cover your expenses during this time.

How your Bi-Weekly Benefit Plan can help: Because you have a large, unexpected expense, you need money to help cover that obligation in the short-term. As long as you have cash value in your policy, you can borrow from your plan (with 8% interest on your loan). You can then repay the loan when you are in a better financial position, which restores your policy's cash value. You can also take a withdrawal from your cash value which you don't pay back, but this will reduce your policy's death benefit and affect the performance of your policy over time.

Scenario 3: Health Issues Arise

Unexpected serious health issues arise for you or your partner, making it difficult for you to be approved for a new life insurance policy.

How your Bi-Weekly Benefit Plan can help: Your universal life insurance policy is designed to be permanent, meaning that you can keep it in place for as long as you'd like, provided that you pay enough in premiums and do not withdraw the cash value in the policy. You may want to keep your coverage, especially since you or your partner have developed health issues. You can keep your cash value intact or use some of it towards your mortgage. Talk to your agent to determine the best course of action for your particular situation.

Scenario 4: You or Your Partner Passes Away

Something unexpected and tragic occurs. You or your partner passes away, which potentially means a loss of income or important support (for example, providing child care).

How your Bi-Weekly Benefit Plan helps: Your universal life insurance will pay a death benefit. Depending on how long you've had your policy, this amount may exceed the amount of your mortgage loan, allowing you or your loved ones to pay off your mortgage and have additional funds to help support your family or partner. Once the death benefit has been paid, your policy will come to an end.



Frequently Asked Questions

What if I sell my home or move to a new house? Because this plan is portable, it moves with you! If you move homes, we would simply transfer your new mortgage onto the plan. You'll be able to keep your cash value and your life insurance coverage will be uninterrupted. If you sell your home and no longer have a mortgage, you can keep your life insurance policy in place by continuing to pay your premiums - you can then choose if you want to pay them monthly, quarterly, semi-annually, or annually.

Why not put the money I would pay towards life insurance premiums in savings or pay extra to my mortgage lender? Putting that extra mortgage payment per year towards savings or paying it to your lender will not result in you being able to pay off your mortgage should something happen to you or your partner, say, 5 years from now. It simply takes too long to save up a very large sum of money.

When will I be able to pay my mortgage loan off? That varies on a case-to-case basis. If you continue paying your bi-weekly payments for your 30-year mortgage and don't withdraw any cash from your policy without paying it back, you may be able to pay off your mortgage four to seven years early. Your agent can provide you with a more specific timeframe after collecting some basic information from you.

What if I've already lived in my home for 5 years? That's okay! You can purchase your insurance policy at any time. Your agent will look at your current mortgage to determine how much you'd need to pay each month in order to build enough cash value to pay off your mortgage early.

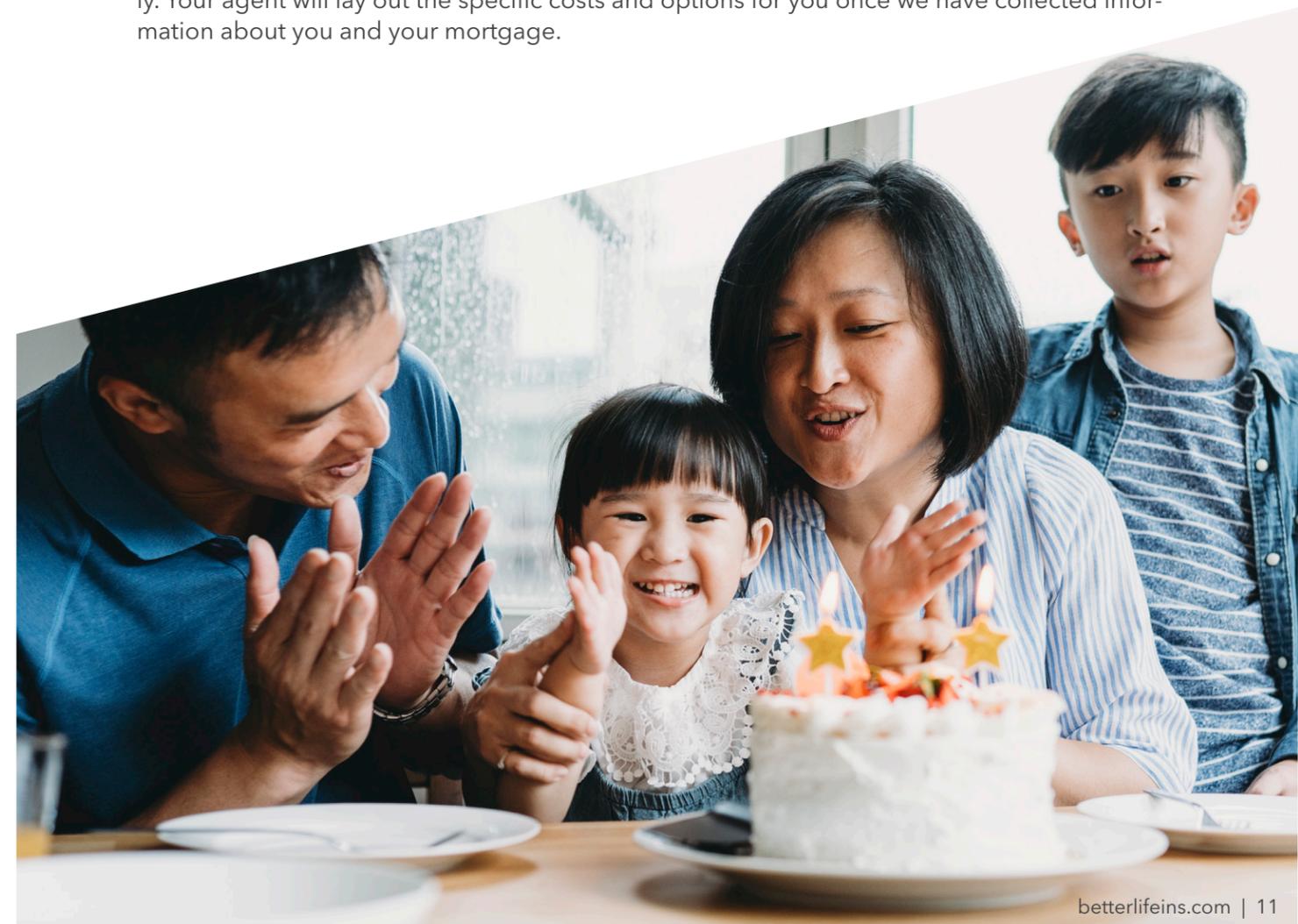
I feel like I can barely afford my mortgage payments. How will I be able to afford also paying for life insurance? We find that paying on a bi-weekly schedule is convenient and budget-friendly because most people are paid every two weeks. For many, the math works out so they don't notice the additional amount being paid over the year for life insurance. If you still feel you can't afford the payments, we can look at lowering the death benefit so that your bi-weekly payments are more budget-friendly and you still have some valuable coverage in place.

How do I handle paying for my taxes and homeowner's insurance? You will continue to pay taxes and homeowner's insurance the same way you always have.

If my partner dies before I do, will my life insurance coverage end? Not necessarily. If you would like to continue to have life insurance coverage after your partner passes away, BetterLife offers you the option to purchase another life insurance policy without having to go through the underwriting process. Premiums will be based upon your current age. You must be less than 71 years old to take advantage of this option.

Are there any fees associated with this plan? Yes, in addition to the universal life policy fees, there are two different fees you should know about. The first is a \$95.00 setup fee that you can pay up front, or we can add \$6.80 to your first 15 bi-weekly drafts to cover the cost. The second is a \$2.95 draft fee that comes out each time we draft your account.

So, what's the catch? We know, it sounds too good to be true. But, there are really only two catches. The first is that this is a life insurance policy so you'll need to be insurable in order to be approved for the plan. Second, depending on your age and health (which help determine your life insurance premium), you may have to pay more than half of your mortgage bi-weekly. Your agent will lay out the specific costs and options for you once we have collected information about you and your mortgage.



BetterLife Member Benefits

Our member benefits are one of the many ways we live our promise of being a different kind of life insurance company. These free, exclusive benefits are available to you as a member of BetterLife. Our member benefits include:

National Member Scholarships

BetterLife offers up to a total of \$68,000 in scholarships each year to members pursuing higher education.

Members in Action

This program funds the supplies, services, and promotional materials you need to make your next community event a success.

Health Benefit

A grant of up to \$1,500 will be provided to members to help pay for out-of-pocket expenses for serious illness.

Disaster Relief Benefit

This benefit is designed to help members who have been affected by a disaster and provides up to \$1,500 to help them get back on their feet.

Family Benefit

Apply for a \$1,000 grant to help cover costs associated with senior or child care, family emergencies, unexpected living costs, or even family activities.

Newborn Benefit

Get extra protection for your newborn, who may not be insurable otherwise.

Orphan Income Benefit

BetterLife provides a monthly allowance to the guardians of member children or children of members who lose both parents. This benefit may also include money for college.

Lifeline Screening

This is a benefit that offers valuable health screenings to detect the risk of stroke and cardiovascular disease at a discounted rate.

Local Member Groups

As a member of BetterLife, you are given the opportunity to join your local, community member group. These groups are passionate about giving back and do so through fundraisers and benefits to support causes, social and family events like picnics and Easter egg hunts, and service projects that allow you to volunteer and make a difference.

How to Get Started

The process is as simple as 1...2...3!

1. We gather your mortgage information from you.
2. We prepare a few personalized options based on your situation.
3. We discuss which plan would work best for you and your family.

Get started today by calling your dedicated BetterLife agent.

Don't have an agent yet?

Give us a call at 608-833-1936 or visit betterlifeins.com/contact and we'll get you in touch with your local life insurance expert.



BetterLife[®]

A different kind of life insurance company

BetterLife is a different kind of life insurance company. We are a member-owned company with over 120 years of protecting our members and their families. In addition to our reliable protection, we offer friendly and knowledgeable guidance, exclusive member benefits at no added cost, and a lifetime of opportunities to give back in your community. When you become a BetterLife member, you're joining a community that will help you live a better life.

Visit betterlifeins.com to learn more.