All your protection under one roof

At American Family Insurance we’ve made it our mission to add clarity, caring and convenience to a part of life that is often complicated, impersonal and unnecessarily time-consuming. We offer a variety of insurance products at fair and competitive rates. You should review your coverages if you answer yes to any of the following:

- Improved your home or bought a new home?
- Purchased a new vehicle?
- Graduated from school?
- Changed your marital status?
- Welcomed a new addition to your family?
- Have a new teen driver in your family?
- Purchased or received something valuable?
  - Jewelry
  - Motorcycle, boat or snowmobile
  - Computer
  - Started or added to a collection (e.g., coins, stamps, fine art, etc.)
- Started a new business or a new job?
- Thinking about retirement?

If you have not reviewed your insurance coverages lately, contact your local agent for a no-obligation personal insurance review. We’ll review your current insurance for costly duplications and gaps in coverage.

SimplyProtected Term Life Insurance is only a few simple questions away.
Let’s talk today.
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If you think you need life insurance, you’re probably right. But if you think it has to be a big deal, think again.
**SimplyProtected Term Life Insurance**

**Easy application**
You can apply for a SimplyProtected policy right in your agent’s office. There are only about a dozen questions, which you can answer in a matter of minutes and know whether you qualify. If approved, your policy will be issued within 10 business days for most applicants.

**No medical tests**
Some life insurance policies require a blood test and a physical exam. SimplyProtected requires neither, only a few health questions.

**Affordable protection**
SimplyProtected life insurance is available in 10-, 20- and 30-year terms with coverage ranging from $50,000 to $150,000. Your premium is guaranteed to stay the same for the length of the term you choose.

Marriage, home, children, college, retirement—life has big events. And while you might not always be there to share those milestones with your loved ones, the right financial protection can help ensure that those moments will still be theirs to enjoy. As important as life insurance is, it’s so easy to take care of when you decide to apply for SimplyProtected today.

*Offered by American Family Life Insurance Company.

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Why life insurance?
Life insurance helps protect the financial future of the loved ones you’d leave behind. For example, life insurance benefits can help keep your family in their home, help your children achieve their educational goals, or help your spouse enjoy the secure retirement you’ve worked so hard for.

Why now?

**For a lower premium** Your life insurance premium is based, in part, on your age. So the sooner you act, the sooner you can take advantage of a lower rate.

**To protect your future insurability** Failing health could prevent you from qualifying for life insurance. The time to purchase life insurance is while you are in good health.

**In case of a job change** Life insurance through your employer may be insufficient for your needs, and could be gone if you were to leave or lose your job.

**In response to a recent life event** Marriage, the birth or adoption of a child, divorce, a new home or retirement can all trigger the need for life insurance to protect your loved ones’ financial future.

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This brochure is for informational purposes only and is not part of any policy contract. This is a brief summary of some of the policy and rider features. Additional terms and conditions may apply. Specific and actual terms and conditions are found only in the policy or rider contract.
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