

Life Insurance Basics for Medicare Agents



The Coverage Gap

- Relying on health coverage alone
- Insufficient life insurance
- An incomplete safety net

Two Primary Policies

1

1. Term Life

2

2. Final Expense

Term Life

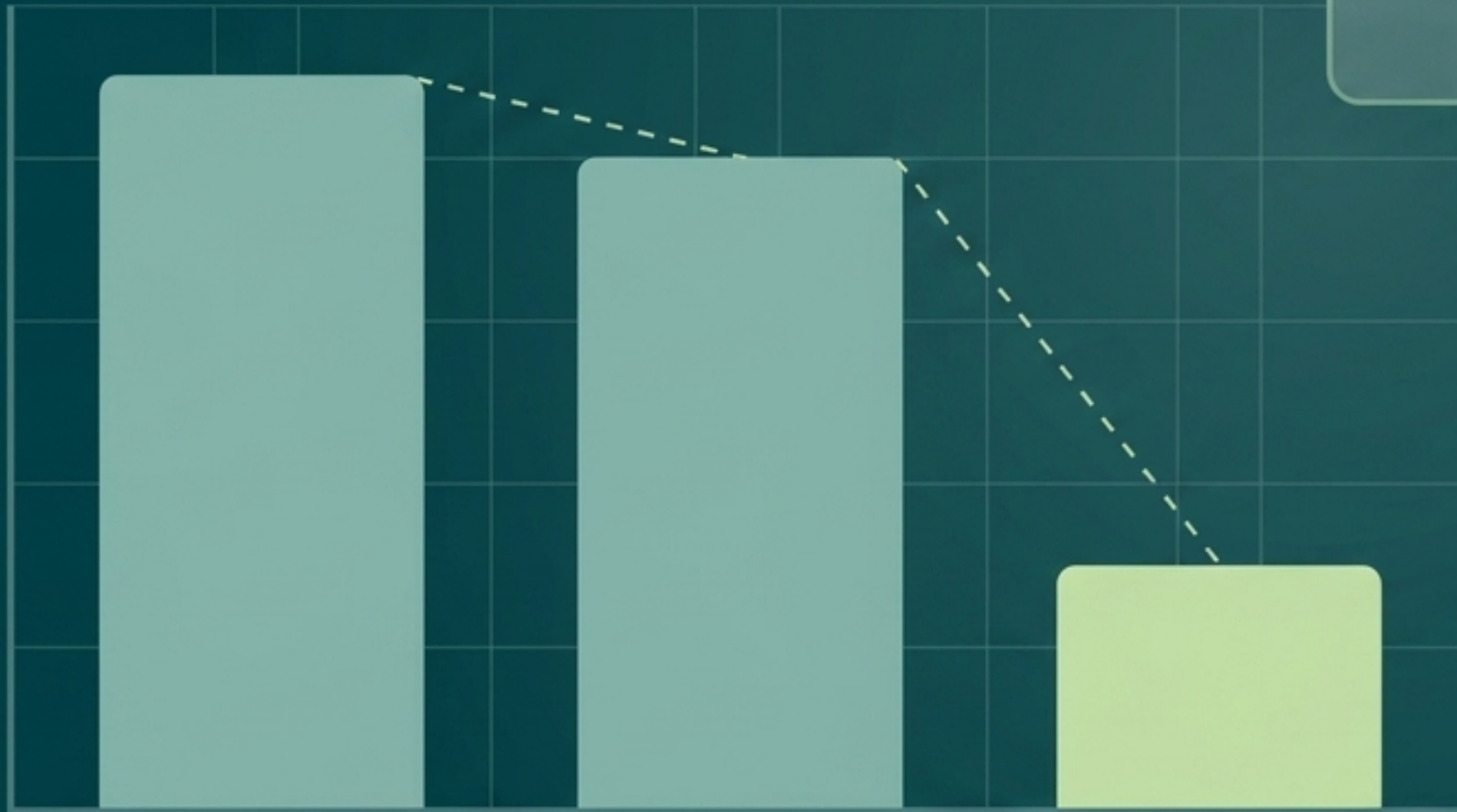
- Set duration (10–20 years)
- Specific obligations (Mortgage)
- Policy expires

Final Expense

- Permanent coverage
- End-of-life costs (\$5k–\$25k)
- Senior market focus

The Income Drop

- 65+ Demographics
- Loss of dual Social Security/Pension
- Sudden financial gap



Protecting The Whole Picture

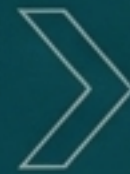
Families shouldn't choose between paying for funerals and paying bills.

When to Bring It Up

1

Solve Primary Problem

Secure Medicare coverage



2

Establish Trust

Client feels confident



3

Open the Door

Pivot to life insurance

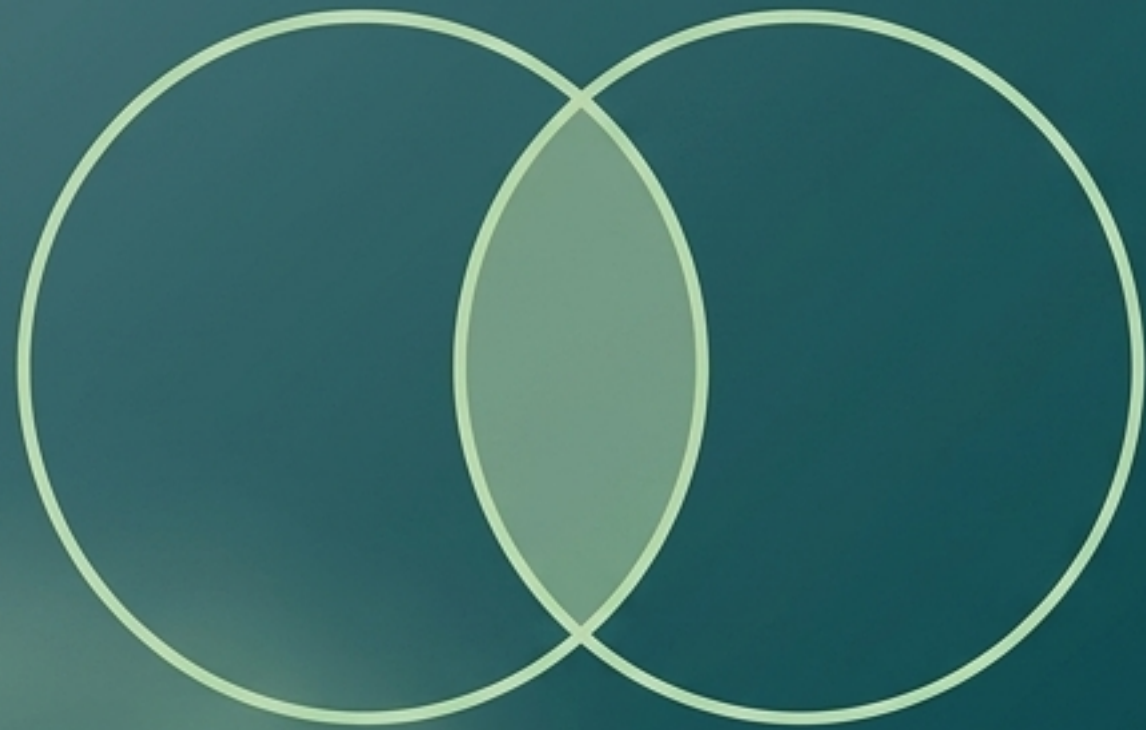
The Pivot

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Now that we have your Medicare squared away, there is one more thing I like to make sure my clients have covered.

Extending the Help

- Not a cold pitch
- Built on established trust
- A natural next step



The Scenario

- Married couple, 68 years old
- MA plan enrolled
- No life insurance coverage

The Outcome

Agent highlights funeral burden

Pulls \$10,000 final expense quote

Couple enrolls on the spot

Your Action Step

- ✓ Complete the Medicare enrollment
- ✓ Use the transition script
- ✓ Ask the question