



RENEE *and* SHAWN

Age: Renee, 47; Shawn, 50
Annual Income: \$230,000, combined
Family: Remarried; 2 children over 21
Location: Austin, TX

CONCERNS

- ✔ Outliving their savings
- ✔ Helping their children financially
- ✔ Uncertain tax landscape derailing their plans

MINDSET

- They are saving much more of their income for retirement, nearly twice as much, than the general population because saving enough is so important to them.*
- Almost as important as saving enough for retirement is financially protecting their family.*
- The pandemic has made them increasingly concerned about the economy or taxes affecting their progress toward their goals, and they are seeking ways to offset these impacts.*

PRUDENTIAL HELPS CLIENTS ADD CERTAINTY TO NAVIGATING A CHANGING TAX LANDSCAPE

These clients are focused on their goals and are putting things in place to reach them. They want to retire well, and they want to help their children establish themselves financially. They have been doing well saving for retirement and, in fact, have been maxing out their 401(k)s. They worry that the pandemic's threats to the economy could mean higher taxes, which would tap into their savings.

Permanent life insurance can provide Renee and Shawn with a tax-free death benefit for their children along with supplemental income that can be tax-free. By taking advantage of the income tax-free growth potential of life insurance, they can gain greater tax control. Use the "Power of Two" strategy to help start the conversation with them; with it, you can explain how life insurance can help them address not only their need to financially protect their family but also the things they want, through its tax benefits. Life insurance's living and tax benefits can help them get more "mileage" out of their savings so they can accomplish their goals.

PRUDENTIAL FINANCIAL AND ITS FINANCIAL PROFESSIONALS DO NOT GIVE LEGAL OR TAX ADVICE. CLIENTS SHOULD CONSULT THEIR OWN ADVISORS.

USE THESE TOOLS TO START THE CONVERSATION:

-  [The Titanic Shift That Just Occurred for 401\(k\) and IRA Savers](#)
-  [Power of Two Consumer Presentation](#)
-  [Tax Advantages of Life Insurance Consumer Flyer](#)
-  [Achieve Your Goals in a Tax-Efficient Way](#)
-  [Life Insurance IRC Tax Benefits Consumer Flyer](#)

*Prudential 2020 Financial Wellness Census Wave 3 COVID Pulse Study.

HOME

CARING FOR
THEIR FAMILY

LEAVING A LEGACY

KEEPING UP WITH
THE SPEED OF LIFE

NAVIGATING A CHANGING
TAX LANDSCAPE

MANAGING A
CHRONIC ILLNESS

PLANNING
FOR RETIREMENT