

FOR AGENT USE  
WITH CONSUMERS

# PROMISES FOR LIFE It's our mission.



**Our mission is supporting promises for life.** That means delivering on the promises we make to you, our policyowners. And we've been keeping them year after year, decade after decade.

Our goal is to ensure that your loved ones promptly receive the funds they need at a time when those funds are most needed. It's that simple.

A.M. Best, a leading independent analyst of the insurance industry since 1899, has assigned a financial strength rating of A- (Excellent) to United Home Life. United Farm Family Life's financial strength rating is A (Excellent), and we have held this rating consistently for over half a century.

Combined, we have more than \$2 billion in assets and over \$20 billion of life insurance in force, so we're amply situated to meet our promises to our policyowners.

*A- (Excellent) and A (Excellent) are the 4th and 3rd highest ratings, respectively, of 16 ratings.*



**United Home Life/United Farm Family Life Insurance Companies**

225 South East Street • Indianapolis, IN 46202

**Phone** (800) 428-3001

**www.unitedhomelife.com**





When you purchased life insurance, you were making a **commitment** to your family and loved ones – that they would one day have the funds they need to carry on financially.

We believe in life insurance made simple. That's a **commitment** we adhere to. Our products have a simplified application process and we don't require<sup>1</sup> invasive tests or medical exams. And, **every** product we offer, whether it's whole life, term life, or accidental death benefit coverage, comes with **built-in guarantees**. That's our promise to you. And, we've been **keeping our promises** to our policyowners for more than 80 years.

<sup>1</sup> Policy issuance depends on answers to health questions. Underwriting reserves the right to order additional requirements, if needed.

<sup>2</sup> Source: thebalance.com

**United Home Life** was founded in 1948, in the economic aftermath of World War II – the deadliest military conflict in history. The national debt grew by 1,048 percent – the largest increase ever measured.<sup>2</sup>

**United Farm Family Life** was founded in 1937 in the bleak years of the Great Depression, an era in which the US economy shrank by 50%.<sup>2</sup>

Yet, through **proficient leadership and fiscal responsibility**, our companies survived these tumultuous times, and have **continued to prosper**.

**\$24.3 MILLION**  
in promises kept.\*

**\$20 BILLION**  
of life insurance  
in force.

STABILITY,  
SIMPLICITY,  
SERVICE

We know that our future depends on keeping the promises we've made over the last 80 years and our financial strength clearly demonstrates that we're well-positioned to meet these obligations into the future.

\*Claims data for 2019.

Availability of, and benefits payable under, the insurance products described are subject to state availability, state variations, restrictions and eligibility requirements.



**Strong, stable, and secure.**

*We're passionately focused on supporting promises for life.*