



LEROY *(The numbers nerd)*

ANALYTICAL

PRAGMATIC

LOGICAL

RESPONSIBLE

GOALS

- Helping his family cover end of life medical bills and expenses.
- Leaving a legacy for his loved ones.

NEEDS

- Extensive resources to help him understand how life insurance can help.
- Seeing the numbers to rationalize critical financial decisions.

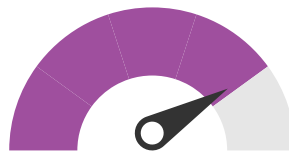
VALUES

- Loyal companies that keep costs reasonable.
- Decisions that are backed by research, data and knowledge.

BEHAVIORS

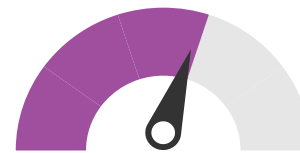
- Researches from multiple sites before buying anything.
- Willing to pay whatever it costs if it means protecting his family.
- Well versed in basic insurance knowledge.

PAIN POINTS



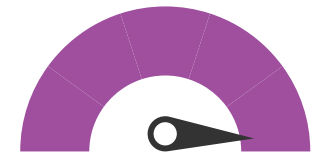
Brand

Values brands with credibility and a solid industry reputation.



Cost

Wants to know that his purchase is a good value for the money spent.



Information

Needs data-based information to validate his decisions.

AGE 65
OCCUPATION Accountant
FAMILY STATUS Married with kids
INCOME \$85,000



I live by research. I know the numbers, I understand my options, and it helps me feel comfortable when it comes to making any decision. My wife and my kids come first — and I've always had this concern about protecting them when I pass. I already have life insurance...but how do I know if it's enough?



Lumico
 insurance made clear

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HOW CAN WE HELP?

Lumico Life Insurance Company provides simple, affordable insurance coverage. We're committed to providing excellent customer service and operating in a way that people can trust. We're backed by Swiss Re - a Fortune 500 company that has impeccable experience in protecting families since 1865.