PACIFIC LIFE

Pacific Life Insurance Company

3 Tax-Smart Strategies To Protect Your Life's Work

You've poured your blood, sweat, and tears into building your business. With so much on the line, don't overlook protecting your business from these three major financial risks with life insurance.

213% of an executive's salary
Average cost to replace him or her[1]

STRATEGY

EXECUTIVE BENEFITS
Protect, award, and incentivize your top talent through tax-smart executive benefit designs.

17% of business owners
who are looking to sell have a buyer in mind[2]

STRATEGY

SUCCESSION PLANNING
Value your business accurately and help keep it running as you transition it to new ownership.

34% of entrepreneurs
have no retirement savings plan[3]

STRATEGY

RETIREMENT PLANNING
Protect your loved ones while you add a potential source of supplemental retirement income to your portfolio.

It's not too late to protect your business.
These three life insurance strategies can help you defend against common financial risks!

Discover a Surprising Business-Planning Tool

Three Potential Tax-Smart Benefits of Life Insurance

1. Tax-free death benefit proceeds at the insured's death[4]
2. Any tax-deferred growth of cash value becomes business asset
3. Tax-free income potential via distributions from the policy's cash value[5]

Uncover more surprising ways life insurance can help you plan for business success.
Talk to your life insurance producer today to uncover up to 20 tax-efficient strategies for your business!

1 Kantor, Julie Silard. "High Turnover Costs Way More Than You Think," Huffpost, February 11, 2017.
2 Campbell, Anita. "Don't Expect To Sell Your Business To Fund That Golden Retirement," Small Business Trends, December 24, 2018.
3 Summerville, Abigail. "Survey: 34% of Entrepreneurs Lack Retirement Savings Plan," CNBC, July 27, 2017.
4 For federal income tax purposes, life insurance death benefits generally pay income tax-free to beneficiaries pursuant to IRC Sec. 101(a)(1). In certain situations, however, life insurance death benefits may be partially or wholly taxable. Situations include, but are not limited to: the transfer of a life insurance policy for valuable consideration unless the transfer qualifies for an exception under IRC Sec. 101(a)(2)(i.e. the transfer-for-value rule); arrangements that lack an insurable interest based on state law; and an employer-owned policy unless the policy qualifies for an exception under IRC Sec. 101(j).
5 For federal income tax purposes, tax-free income assumes, among other things: (1) withdrawals do not exceed tax basis (generally, premiums paid less prior withdrawals); (2) policy remains in force until death (any outstanding policy debt at time of lapse or surrender that exceeds the tax basis will be subject to tax); (3) withdrawals taken during the first 15 policy years do not cause, occur at the time of, or during the two years prior to, any reduction in benefits; and (4) the policy does not become a modified endowment contract. See IRC §§ 72, 7702(f)(7)(B), 7702A. Any policy withdrawals, loans and loan interest will reduce policy values and may reduce benefits.

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Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges

Pacific Life Insurance Company's individual life insurance products are marketed exclusively through independent third-party life insurance producers, which may include bank affiliated entities. Some of these selling entities may limit availability of some optional riders based on their client's age and other factors. Your life insurance producer can help you determine which optional riders are available and appropriate for you.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value

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