

the **Advisor**

find your path to a secure future

the **Advisor**

find your path to a secure future



Dear Members



As I sit down to write this quarter's letter for the Sons of Norway Advisor my term as International President is coming to a close. Over the past two years I have had the wonderful experience of traveling to lodges and meeting so many wonderfully dedicated members who stand at the core of this great Fraternal Life Insurance company. I want to thank each and every one of you for helping reinforce my own dedication to Sons of Norway.

As I reflect back on the past two years I've spent as the International President I've learned a lot about our members and the organization as a whole. By visiting lodges and seeing our members in action I've learned just how devoted they are to preserving Norway's heritage and culture. At the same time I've also seen the substantial impact that Sons of Norway's insurance operations can make on the lives of individuals, the success of a lodge and the bright future of the entire organization.

Thanks to the tireless efforts of our Financial Benefits Counselors Sons of Norway is able to protect its members' financial future, while helping lodges recruit new members and providing a source of income that support the entire organization, including fraternal benefits, like Viking magazine. Because insurance is so important to Sons of Norway's future I encourage every member to reach out to their FBC and learn how our products can help you and your lodge prosper.

In closing, I want to thank you for your support and dedication over the past two years. All the things you have done on behalf of this great company have contributed to making Sons of Norway a top notch Fraternal Life Insurance company.

Marit Krustansen

YES! Please send me more information on the following products to help me achieve my financial goals

- Complimentary Financial Review
- IRAs - Traditional and ROTH
- Child or Grandchild Plans
- Level Term Life Insurance
- 401K Rollover
- Pension Maximization Plan
- Saving For Retirement
- Preserving My Estate
- Universal Life Insurance
- Chronic Illness Accelerated Benefit Rider
- Medicare Supplement**
- Whole Life
- Immediate Annuities
- Single Premium Whole Life
- Tax-deferred Annuities

**Products from other insurance carriers offered by your Sons of Norway Financial Benefits Counselor
 *These products may not be available in all states.
 08.14 #31

Frequently Asked Questions About Life Insurance



that life insurance proceeds need to fund and how long the money will be needed, you begin to realize that your true need for coverage is often 10 to 15 times your gross income, sometimes more. While there's no substitute for evaluating your needs with the aid of a qualified insurance professional you can get a general sense of your by visiting the LIFE Foundation's Insurance Needs Calculator at www.lifehappens.org/lifecalculator.

Should I Buy Term or Permanent Life Insurance?

It's impossible to say because the kind that's right for you depends on your unique circumstances and financial goals. But generally speaking, term offers the greatest coverage for the lowest initial premium and is a great solution for people with temporary needs or a limited budget. Permanent insurance may make more sense if you anticipate a need for lifelong protection and like the option of accumulating tax-deferred cash values. Also, it doesn't have to be either one or the other. Oftentimes, a combination of term and permanent insurance is the right answer.

What Should I Consider In Naming Beneficiaries?

There are several key considerations:

- Always name a "contingent," or secondary, beneficiary, just in case you outlive your first beneficiary.
- Select a specific beneficiary, rather than having the proceeds of your life insurance paid to your estate. One of the great advantages of life insurance is that it can be paid to your family immediately. If it is payable to your estate, however, it will have to go through probate with the rest of your assets.
- Be very specific in wording beneficiary designations. Saying "wife of the insured" could result in an ex-spouse getting the proceeds. Naming specific children may exclude those born later. Changing the beneficiary designation is easy, but you have to remember to do it.

Who Needs Life Insurance?

If someone will suffer financially when you die, you need life insurance. If you were to die today, life insurance would provide cash to your dependents that can help pay for your funeral and other final expenses, meet everyday living expenses, pay down the mortgage, finance longer-term goals like education and retirement, and generally maintain your family's quality of life.

Where Do I Begin?

Start by evaluating your family's needs. Gather all your personal financial information and estimate what your family members would need to meet current and future financial obligations and maintain their quality of life if you were gone. Include immediate expenses at the time of death (e.g., burial costs, outstanding debts, medical bills, estate taxes), ongoing expenses (e.g., food, clothing, housing, utilities, transportation, health care, insurance) and future expenses (e.g., college and retirement funding).

How Much Life Insurance Do I Need?

Since the amount of insurance you need depends on your specific financial goals and circumstances, there's no simple formula to help determine the amount that's right for you. That said, when you consider all the things



LIFE is a nonprofit organization dedicated to helping consumers take personal financial responsibility through the ownership of life insurance and related products. Learn more at www.lifehappens.org © 2013 LIFE. All rights reserved.

Top Ten Reasons to Own a Sons of Norway Annuity

Ask your Financial Benefits Counselor for more information about Sons of Norway financial products!



1. **Guaranteed Safety of Principal**
2. **Guaranteed Minimum Interest Rate**
3. **Guaranteed Income for LIFE**
4. **High Current Interest Rates**
5. **Tax Deferred Accumulations**
6. **No Sales Charges**
7. **No Annual Service Fees**
8. **Penalty Free Withdrawals Beginning in Year Two**
9. **Penalty Free RMD Withdrawals for IRA's**
10. **Safety & Security with over 115 Years of Experience**

Current 12 Month Interest Rates

Single Premium Deferred Annuity

Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return
\$10,000 - \$24,999	1.95%	.70%	= 2.65%*
\$25,000 - \$49,999	2.10%	.70%	= 2.80%*
\$50,000 - \$99,999	2.20%	.70%	= 2.90%*
\$100,000 and over	2.25%	.70%	= 2.95%*

* These rates include a .70% first year bonus.
Guaranteed Minimum Interest Rate: 1.00%

Interest rates as of 02/01/14 and are subject to change. New contracts only.

Flexible Premium Deferred Annuity

Deposit Amount	Current Interest Rate	1st Year Interest Bonus*	Total 1st Year Return
\$2,000 - \$9,999	1.70%	0%	= 1.70%
\$10,000 - \$24,999	2.00%	.70%	= 2.70%*
\$25,000 - \$49,999	2.15%	.70%	= 2.85%*
\$50,000 - \$99,999	2.25%	.70%	= 2.95%*
\$100,000 and over	2.35%	.70%	= 3.05%*

* These rates include a .70% first year bonus.
Guaranteed Minimum Interest Rate: 1.00%

Interest rates as of 02/01/14 and are subject to change. New contracts only.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 2551 MINNEAPOLIS MN

POSTAGE WILL BE PAID BY ADDRESSEE

SONS OF NORWAY
1455 West Lake Street
Minneapolis, MN 55408-9943



Single Premium Whole Life (SPWL)

The Following Riders Can be Added:

- **Waiver of Premium-**
If you become totally disabled, the premiums are paid.
- **Accidental Death Benefit-**
If death is caused by an accident, twice the face amount is paid.
- **Guaranteed Purchase Option-** Can purchase up to \$25,000 or more of coverage at ages 22, 25, 28, 31, 34, and 40 without evidence of insurability.
- **Children's Term Rider-**
Can insure up to \$10,000 per child.

Peace of Mind

Single Premium Whole Life can provide for those who depend on you by:

- Protecting a family business
- Paying off your mortgage
- Covering college tuition
- Paying final expenses
- Supporting a charity
- Leaving a legacy

Excellent Way to Transfer Assets

Whole Life insurance products are an excellent way to transfer your assets to your heirs, income tax free.

Frequently Asked Questions About the New Chronic Illness Accelerated Benefit Rider

Ken Thul, CLU ChFC, FICF Advanced Financial Consultant

In our May 2014 edition of the Advisor, which you can find at www.sonsofnorway.com, we introduced our new Sons of Norway Chronic Illness Accelerated Benefit Rider. It has been a big hit and many members are adding this rider to their Sons of Norway Universal Life Certificate. It has also prompted a lot of questions from members as they learn about this new financial security product, so we've put together a Q&A to help you understand it more thoroughly.

Q. Which existing life certificates can the Rider be added to?

A. The Chronic Illness Rider can be added to existing Nordic Elite, Nordic Elite II and Nordic Elite III certificates. It is necessary to have the Terminal Illness Accelerated Benefit Rider on the certificate it is attached to. If the existing certificate does not have the Terminal Illness Rider, it can be added when you apply for the Chronic Illness Rider. This Rider can also be added to new applications for our Nordic Elite III certificate.

Q. Does the Rider need to be underwritten?

A. Yes. If it is added to an existing certificate, a brief underwriting process is necessary to see if you are still a standard health risk. If it is being added to a new Nordic Elite III application, the life certificate and the rider will be underwritten at the same time with no additional underwriting requirements. The rider is issued only on certificates that are issued Standard, Select and Super Select.

Q. How do I qualify for payment of the benefit?

A. To qualify for Chronic Illness Rider benefit payment, the you must be certified as a chronically ill individual by a Licensed Health Care Practitioner as being unable to perform, without substantial assistance from another individual, at least 2 of the 6 Activities of Daily Living for an expected period of at least 90 days. The 6 activities of daily living are: bathing, continence, dressing, eating, toileting, and transferring.

Q. Do I need to be in a nursing home to get paid the benefit?

A. No the benefit may be paid for at home care or a nursing home stay

Q. What expenses are eligible to be paid by the rider?

A. The Rider does not reimburse you for long term care expenses; it provides monthly cash payments that can be used for any purpose. To receive the rider benefit payments, you merely need to qualify as described above. The certificate owner can decide how their benefit payments are spent. No receipts or care plan are needed.

Q. How long are the rider benefits paid?

A. Benefits can be paid for up to 50 months. You must re-apply for each 12 month period. This is a safety feature to prevent the run-on of benefit payments if they are no longer needed. You may stop the benefit payments at any time.

Q. How does payment of Rider benefits affect the death benefit of the underlying certificate it is attached to?

A. Each payment under this rider is an advanced payment of a portion of the death benefit of the certificate and reduces the death benefit of the certificate on a dollar-for-dollar basis. When payments under this rider equal the death benefit of the certificate, the certificate will terminate.

Hopefully, these answers will help you gain a deeper understanding of our new rider. For free, no obligation information about The Sons of Norway Accelerated Benefit Rider, please contact your Financial Benefit Counselor today.

Q. *A number of members have asked, “What are the advantages of buying Term Insurance versus Permanent Insurance, such as Whole Life or Universal Life?”*

A. *There are several opinions and thoughts about these two types of insurance products, hopefully, the following will help.*

Here are a few advantages of Term Insurance:

- Initial premiums are lower than the premiums for Permanent Insurance, which allows you to buy high levels of coverage.
- Term insurance is a good solution for young families that often have limited budgets but a large need for protection.
- Ideal for covering needs that will disappear in time, like mortgages, loans, credit card debt, and college tuition.
- Guaranteed conversion privilege without evidence of insurability when switching from Term to Universal Life, Whole Life, or Single Premium Whole Life.
- A Term conversion credit that allows you to use all or some of the premium you paid for the Term to go towards the new premium on the permanent plan - in the first year 100% of the premium is applied.

Now for some advantages of Permanent Life Insurance:

- Offers life-long protection as long as the premiums are paid.
- Depending on whether the policy is Universal Life or Whole Life, the premiums can be flexible or fixed to meet different financial needs.



- These policies accumulate a cash value you can borrow against – you don’t need to qualify for the loan – as long as there is money available, you can use it, if necessary.
- You can borrow against the policy to pay the premiums.
- The policy’s cash value can be surrendered, in total or in part, for cash. You can also select options to provide an income for retirement.
- A rider can be added to these policies, giving the insured the option to purchase additional insurance without taking a medical exam or furnishing evidence of insurability. The ages that the insured can exercise this option are 22, 25, 28, 31, 34, 37, and 40.
- These are the main advantages of both Term and Permanent Insurance. For further questions, please contact your Financial Benefits Counselor.

Single Premium Whole Life (SPWL)

Whole Life products are permanent life insurance plans that can provide you and your family with financial security no matter how long you may live.

Whole Life Benefits

- Guaranteed premiums set at issue
- Guaranteed cash values that increase each year
- Guaranteed level death benefit
- Loans against cash value are available
- Eligible to earn dividends which can be used to purchase additional coverage or provide funds now and in the future
- Dividends are not guaranteed
- Income tax free death benefit