



IF IT'S PRU – TAKE TWO: APPLICATIONS FOR NON-WORKING SPOUSES

LATEST UPDATE:
NEW MARKETING
INFORMATION

Insurance for a Non-Working Spouse Can Help Double Your Sales!

There is currently a large gap between the number of men and the number of women who are insured by The Prudential Insurance Company of America and its affiliates. The numbers are staggering – over 82% male vs. 17% female are insured via third party sales channels.*

One way to help close that gap is to **TAKE TWO** applications.

If only one spouse is insured, then your client's family is only half protected. Consider all that a non-working spouse does on a daily basis:

- ▶ Managing the household
- ▶ Caring for children and/or a parent
- ▶ Maintaining the home
- ▶ Handling repairs
- ▶ And much more...

So, when you are visiting with a client, be sure to always bring along another application for their spouse. A non-working spouse, will generally qualify for the same amount of coverage as their husband or wife.**

Log on to PruXpress today to learn more about our competitive products, or to run an illustration... or two!



To learn more about this underserved market, [click here](#) to download the 2010 – 2011 Prudential Research Study
“Financial Experience & Behaviors Among Women”
 (0182849-00001-00)

You Just Might Double Your Sales!

Contact [your Prudential Wholesaler] For More Information

*As of 6/26/2009 – Gender gap of insured Prudential clients via third party was 82.7% male vs. 17.3% female according to ECIW.

**A dependent spouse is insured for two basic reasons – last expenses and care for young children. An amount of insurance approaching that the provider is generally acceptable.

Availability of insurance and rates will vary based on the satisfaction of underwriting criteria. Underwriting rules are subject to change at our discretion.

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