



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 presently a large gap between the number of men and women who are insured by Prudential. The numbers are staggering – over 82% male vs. 17% female – insured via third party sales channels*.

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

If only one spouse is insured, then your client's family may only be 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 male client, be sure to bring along another application for his wife. If she is a stay-at-home spouse, she will most likely qualify for the same amount of coverage as her husband.**

Log on to pruexpress.com 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 2008-2009 Prudential Study "Financial Experience & Behaviors Among Women" (IFS-A146531)

Note: The 2010-2011 Study will be available in the 2nd quarter of 2010.



You Just Might Double Your Sales!

*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. Amount of insurance approaching those on the provider are generally acceptable.

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