GUYON LEGACY ADVISORS

Rooted in family.
Focused on You.

A PRACTICAL GUIDE FOR FAMILIES & BUSINESS OWNERS

8 Ways to Structure Life Insurance Around What Matters to You

Protect the home you share. Plan for the people you love.
Help the business you built continue.

Find the scenario closest to your situation, then use the worksheet to tell me what matters most. You may relate to more than one example. Your selections give us a starting point for a plan tailored to you.

EIGHT SCENARIOS. START WITH THE ONE THAT FEELS LIKE YOURS.

01 **Protect a home built on two incomes** p. 2
Mortgage protection with choices for later.

02 **Protect the parent who cares for your family** p. 3
Help replace unpaid care and household support.

03 **Keep protection through a career change** p. 4
Coverage you own beyond your employer.

04 **Create support during a serious illness** p. 5
Life insurance with eligible living benefits.

05 **Give a child a long-term foundation** p. 6
IUL cash value potential for future needs.

06 **Plan a business ownership transition** p. 7
Life insurance to fund a buy-sell agreement.

07 **Help a business recover from a key loss** p. 8
Key person coverage for operating stability.

08 **Leave an inheritance without dividing the business** p. 9
Coordinate business succession and family goals.

A note from Dustin

As a husband, a father, a veteran and a business owner, I know these decisions start with people and responsibilities. My goal is to help you understand your options and build a plan around what matters to you.

Dustin Guyon | Licensed Life Insurance Agent
Guyon Legacy Advisors

Included: eight examples, questions to ask, and a fillable goals worksheet on page 13.

EXAMPLE 01 / PROTECT YOUR HOME

Two incomes bought the house. Plan for life on one.

THE SITUATION

Newlyweds Emma and Ben buy their first home with a $480,000 mortgage. Both incomes are needed to qualify, and both paychecks are needed to keep their budget comfortable. They picture holidays, family milestones, and years of memories in the home they chose together.

THE RISK

Two years later, Ben dies unexpectedly. Emma is grieving while bills keep arriving. Her paycheck cannot comfortably cover the house and everyday expenses. Without a plan, she could face selling the home they built their future around, adding another painful change when she needs stability.

HOW LIFE INSURANCE HELPS

At purchase, they put separate $550,000 whole life policies in place, each naming the other as beneficiary. After Ben's covered death and an approved claim, Emma receives $550,000. She can pay off the assumed $460,000 remaining mortgage and retain $90,000 for other needs. [1, 2]

Ben's approved death benefit	**$550,000**
Assumed remaining mortgage	**- $460,000**
Remaining for other needs	**$90,000**

Paying off the loan removes the mortgage payment from Emma's budget, giving her more room to stay in the home while she grieves. Property taxes, homeowners insurance, and upkeep continue. Emma chooses how to use the money; payoff is not automatic. [2]

If both outlive the mortgage: each can keep their policy under its terms or surrender it for any **net cash surrender value**, ending coverage. Charges and loans reduce available value; gains above tax basis may be taxable. Mortgage payoff does not end premium obligations. [1, 2, 7]

WHAT NEEDS TO BE CUSTOMIZED?

Review each spouse's needs, budget, and long-term goals. Compare term coverage for the mortgage years; it generally costs less initially for the same benefit but has no cash value. Review guarantees, ongoing premiums, and surrender values. [1, 2]

Fictional figures, not a quote or amortization schedule. Assumes in-force coverage, a covered death, and no loans, withdrawals, or accelerated benefits reducing the payout.

Feels familiar? Select scenario 01 on the worksheet on page 13.

EXAMPLE 02 / PROTECT A CAREGIVING PARENT

Their work has value. Even without a paycheck.

THE SITUATION

Taylor stays home with children ages 6 and 8 while Daniel works full time. Taylor handles school pickup, sick days, meals, and appointments. Daniel's workday ends after school does, so the family depends on Taylor's unpaid work to keep daily life running.

THE RISK

If Taylor dies, Daniel must comfort two grieving children while protecting the income they still need. School pickup, summer care, and household tasks cannot wait. Paying for help or cutting work hours could strain the budget just when the children need more of his time. [14]

HOW LIFE INSURANCE HELPS

They assess the cost of that care and put a $350,000, 10-year term policy on Taylor, with Daniel as beneficiary. Following a covered death, Daniel could use the benefit to arrange reliable childcare, pay for household help, and create breathing room during the transition. [1, 14]

Assumed paid help: $2,500 x 12 months x 10 years	**$300,000**
Assumed one-time transition costs	**+ $20,000**
Starting need to discuss	**$320,000**

The $350,000 benefit provides a $30,000 cushion above these assumptions. It could help Daniel keep the children's routines familiar and accept help while the family adjusts. Coverage for Daniel's income is assessed separately; both parents' contributions matter.

WHAT NEEDS TO BE CUSTOMIZED?

Price actual care needs, the children's ages, the surviving parent's work plans, and available savings or coverage. Choose a term that fits the support period. Revisit the plan as children grow, and count each expense once.

Fictional costs and coverage, not typical expenses or a premium quote. This estimate does not model inflation, investment returns, or changing care costs. Term coverage generally has no cash value.

Feels familiar? Select scenario 02 on the worksheet on page 13.

EXAMPLE 03 / PROTECTION THROUGH CAREER CHANGES

Your job can change. Your family still counts on you.

THE SITUATION

Marcus has $150,000 of life insurance through work and assumes his family is covered. His spouse and two children depend on his income. He plans to leave for a new role, then learns that his current coverage may end before the new employer's benefits begin. [16]

THE RISK

If Marcus dies during a coverage gap, his family could lose his paycheck without receiving the benefit they expected. A career move meant to improve family life could leave them exposed. Waiting to apply also means later health changes may affect eligibility or price. [1, 16]

HOW LIFE INSURANCE HELPS

After reviewing a $600,000 family need, Marcus obtains a $600,000 individual 20-year term policy before changing jobs. He owns it and names his spouse as beneficiary. Keeping it in force provides that protection independently of his employment, within the policy's term and conditions. [1, 16]

Assumed coverage while employed: work + individual	**$750,000**
If the $150,000 work benefit ends	**- $150,000**
Individual protection remains	**$600,000**

His family's planned protection no longer depends entirely on where he works. Employer coverage can add to the plan while available. The individual term policy still has an end date; retirement needs and any longer-lasting coverage should be reviewed separately. [1, 16]

WHAT NEEDS TO BE CUSTOMIZED?

Confirm the work plan's end date and any portability or conversion options, costs, and deadlines. Compare keeping work coverage with new coverage. Review the family's need, budget, term length, and underwriting. Keep existing coverage until replacement coverage is in force. [1, 4, 16]

Fictional amounts, not a quote. Group coverage may be portable or convertible under plan rules; it does not always end when employment ends. Individual term coverage generally has no cash value. [16]

Feels familiar? Select scenario 03 on the worksheet on page 13.

EXAMPLE 04 / SUPPORT DURING A SERIOUS ILLNESS

Protection you may be able to use while living.

THE SITUATION

Serena works full time and shares the household bills with her spouse. They have two children and a modest emergency fund. Then a serious stroke leaves Serena unable to work during recovery, and her spouse reduces work hours to help with appointments and daily care.

THE RISK

Income falls while housing, groceries, and care costs continue. Their assumed shortfall is $3,000 a month for six months, plus $8,000 for additional care. Alongside recovery, Serena worries about draining savings and feeling pressure to return to work before she is ready.

HOW LIFE INSURANCE HELPS

Before the illness, Serena chose life insurance with eligible **accelerated death benefit riders**. If her condition meets the contract's definition and a claim is approved, she can access part of the death benefit while living. A stroke diagnosis alone does not guarantee payment. [3, 5]

Assumed household gap: $3,000 x 6 months	**$18,000**
Assumed additional care and recovery costs	**+ $8,000**
Need to plan around	**$26,000**

An approved cash benefit sufficient to cover this $26,000 need could help pay household bills and care costs, giving the family more room to focus on recovery. This is an example of how funds could be used, **not a promised benefit amount**. [5]

Taking an accelerated benefit reduces the death benefit left for beneficiaries and may reduce other policy values. Cash received can be less than the amount accelerated because of discounting, fees, or adjustments. [5]

WHAT NEEDS TO BE CUSTOMIZED?

Review qualifying conditions, waiting periods, exclusions, limits, and costs. Compare the actual cash offer with the remaining death benefit, and check tax and public-assistance effects before accepting. [5, 7]

Fictional scenario. Benefits vary by policy and state. Riders may cover qualifying terminal, chronic, or specified critical illnesses. They do not replace health, disability income, or long-term care insurance.

Feels familiar? Select scenario 04 on the worksheet on page 13.

EXAMPLE 05 / A CHILD'S LONG-TERM FOUNDATION

Start early.
Keep future choices open.

THE SITUATION

Lily is 2. Her parents already carry coverage on themselves and want to build something for her future. They are exploring lifelong protection for Lily with potential cash value that might help with college and, much later, supplement retirement income. [6]

THE RISK

They want Lily to have choices, but future health changes could make new coverage harder to obtain. They also need realistic expectations: money used for college will not remain untouched for retirement, and premiums must fit a family budget that may change. [6, 8]

HOW LIFE INSURANCE HELPS

They apply for an **indexed universal life (IUL)** policy on Lily, with a parent as owner. If issued and maintained, it provides life insurance with potential cash value. They review funding and possible future use together, rather than assuming one balance can fund every goal. [6, 8]

AGE 2	Choose a sustainable premium. Charges are deducted; interest follows the policy's fixed or index-linked rules. [8]
COLLEGE	Test a possible $10,000 tuition withdrawal in an updated illustration. Use it only if available value and future funding support the plan. [8, 9]
LATER LIFE	If enough value remains, explore supplemental retirement income. Loans charge interest; withdrawals and loans affect future benefits. [8]

Growth is not guaranteed. Caps and participation rates limit credited interest; a 0% index-crediting floor does not stop charges from reducing cash value. Underfunding or borrowing can cause a lapse. College and retirement use must be modeled together. [6, 8, 10]

WHAT NEEDS TO BE CUSTOMIZED?

Compare guarantees, lower-crediting scenarios, charges, loan terms, and funding needs. Plan any ownership transfer to Lily under insurer rules. Compare other options, including a 529 education plan, before choosing this structure. [6, 8, 9]

Fictional scenario, not a value projection. College access and retirement income are not promised. Withdrawals above basis or lapse with loans may be taxable. A modified endowment contract (MEC) has less favorable tax treatment. Seek tax guidance. [8, 9]

Feels familiar? Select scenario 05 on the worksheet on page 13.

EXAMPLE 06 / A BUSINESS OWNERSHIP TRANSITION

Give the business a path forward. Give the family a funded exit.

THE SITUATION

Chris and Morgan each own half of a service business they spent years building. They agree on a fictional $1 million value, making each share worth $500,000. Chris's spouse relies on what the business provides but has no desire to help run it.

THE RISK

If Chris dies, his family could inherit a valuable ownership interest without cash for everyday needs. Morgan may want to buy that interest but lack $500,000. A grieving family and a surviving partner could face a rushed sale, strained negotiations, or an unwanted business relationship.

HOW LIFE INSURANCE HELPS

Their attorney creates a **cross-purchase buy-sell agreement** stating who buys the interest, how it is valued, and when payment is due. With consent and insurable interest, each partner owns $500,000 of life insurance on the other. Their CPA reviews the arrangement. [11]

POLICY OWNER & PAYER	PERSON INSURED	BENEFICIARY / BENEFIT
Morgan	Chris	Morgan / $500,000
Chris	Morgan	Chris / $500,000

After Chris's covered death, Morgan receives the $500,000 benefit and uses it to purchase Chris's share under the agreement. Chris's estate or heirs receive the purchase price; Morgan receives the ownership interest. The family can receive cash without having to operate the company. [11]

WHAT NEEDS TO BE CUSTOMIZED?

Align the agreement, valuation, ownership, beneficiaries, and insurance funding. Review value as the business grows. Plan separately for retirement, disability, or a buyout shortfall. Insurance alone does not require an ownership transfer. [11]

Fictional values, not an appraisal. Term or permanent coverage may fit. A business-owned redemption arrangement has different tax and valuation consequences; coordinate with an attorney and CPA. [11]

Feels familiar? Select scenario 06 on the worksheet on page 13.

EXAMPLE 07 / KEEP A BUSINESS OPERATING

Protect the work that depends on a key person.

THE SITUATION

Nina owns a home-service company with a small field crew. Eli prepares major estimates, manages the schedule, and knows the customers behind repeat business. Nina can lead the company, but she cannot immediately replace his knowledge, relationships, and workload.

THE RISK

If Eli dies, estimates stall, customers wait, and the crew still needs to be paid. Nina would be grieving a colleague while trying to keep promises to customers and employees. A long hiring process could consume reserves and threaten the business they helped build.

HOW LIFE INSURANCE HELPS

With the required notice and consent addressed before issue, the company purchases $250,000 of coverage on Eli. **The company owns the policy, pays premiums, and receives the death benefit.** After a covered death, that cash can support a practical recovery plan. [12, 13]

Assumed recruiting and replacement training	**$60,000**
Assumed interim manager / contractor support	**+ $70,000**
Assumed overhead reserve during disruption	**+ $120,000**
Coverage to explore	**$250,000**

Nina could bring in interim help, keep essential bills paid, and train a replacement without rushing the hiring decision. These funds protect the business; Eli's family needs separate coverage if the goal is to provide money for them. [12]

WHAT NEEDS TO BE CUSTOMIZED?

Estimate recovery time, the person's contribution, and reserves without double-counting costs. Have the CPA review employer-owned insurance tax rules and any annual Form 8925 reporting. Premiums are generally not deductible when the business is the beneficiary. [7, 12, 13]

Fictional costs, not a quote. Term or permanent coverage may fit. Review written notice and consent before issue. Plan separately for disability or resignation, and update coverage as roles change.

Feels familiar? Select scenario 07 on the worksheet on page 13.

EXAMPLE 08 / PLAN A FAIR INHERITANCE

Keep the business together. Plan for each child's inheritance.

THE SITUATION

Ana spent 25 years building a family business now valued at an assumed $1 million. Her daughter Kira has worked beside her for a decade and wants to take over. Her son Max has a separate career. Most of Ana's wealth is tied up in the company.

THE RISK

Leaving equal business shares could make Kira and Max partners with different goals. Leaving everything to Kira could make Max feel overlooked. After losing their mother, the siblings could face pressure to sell assets, borrow for a buyout, or argue over what is fair. [15]

HOW LIFE INSURANCE HELPS

Ana and her attorney coordinate an **estate equalization** plan with CPA input. Her estate and succession documents direct the business to Kira. A $1 million permanent life policy on Ana names Max as beneficiary, giving him a separate inheritance on an approved claim. [15]

RECIPIENT	PLANNED INHERITANCE	ASSUMED VALUE
Kira	Ownership of the family business	$1,000,000
Max	Life insurance death benefit	$1,000,000

Kira could continue the business without selling part of it to fund Max's inheritance. Max could receive money without managing a company he did not choose. Equal estimated dollars do not mean identical inheritances: business ownership and cash carry different risks and liquidity. [15]

WHAT NEEDS TO BE CUSTOMIZED?

Discuss what fair means to the family. Review business value, other assets, premium affordability, guarantees, ownership, and backup beneficiaries. Keep estate documents and tax advice aligned with the policy as circumstances change. [15]

Fictional values, not an appraisal or estate plan. Excludes debts, taxes, and estate costs. Assumes coverage remains in force and an approved claim with no benefit reductions. Values and funding needs can change.

Feels familiar? Select scenario 08 on the worksheet on page 13.

THE BASIC CHOICES

Match the coverage to the job.

A strategy describes what the coverage should accomplish. The policy type, ownership, beneficiaries, and funding determine how the plan works. [1, 2]

TERM LIFE

Protection for a chosen period

Pays a benefit on a covered death during the insured period. Usually has no cash value and often costs less initially than permanent coverage for the same death benefit.

Ask: How long are coverage and premiums guaranteed? What renewal or conversion options and deadlines apply?

WHOLE LIFE

Permanent coverage with a set structure

Designed for lifelong coverage when required payments and conditions are met. Typically has scheduled premiums and guaranteed cash values. Dividends, if offered, are not guaranteed.

Ask: What is guaranteed? How long are premiums due? What would I receive if I surrendered the policy?

UNIVERSAL LIFE / INCLUDING IUL

Permanent coverage that needs monitoring

May allow flexible payments and benefits. IUL credits interest using fixed or index-linked rules, without directly investing in the index. Charges and funding affect how long coverage lasts.

Ask: Which assumptions can change? What payments sustain coverage under lower-crediting scenarios, and what conditions apply to any guarantee?

Premium: your payment for coverage. **Death benefit:** the amount payable on a covered death. **Cash value:** value inside certain permanent policies. **Net cash surrender value:** what is available if you end the policy after applicable charges and policy debt. [1, 2, 8]

Loans, withdrawals, or accelerated benefits can reduce what remains. Coverage, charges, guarantees, and rider availability depend on the contract. Guarantees rely on the issuing insurer's claims-paying ability.

THE GUYON LEGACY ADVISORS APPROACH

Start with your goals. Build a plan around them.

You do not need to know which policy to choose before starting a conversation. Bring the people, responsibilities, and priorities you want to protect.

1 / CHOOSE THE SCENARIO CLOSEST TO YOURS

Which of the eight examples feels familiar? Select any that apply on the worksheet, then choose one to discuss first. Explain who or what you want to protect and how your situation differs.

2 / DEFINE THE NEED AND THE TIMELINE

Estimate what you want covered and for how long. If you count a mortgage payoff, do not also count the same future loan payments. Business owners should distinguish buyout funding from operating reserves.

3 / CHECK WHAT IS ALREADY IN PLACE

Review personal and work coverage, beneficiaries, renewal or conversion deadlines, and any business agreements. Confirm whether work coverage continues after a job change. Compare existing and proposed coverage before replacing anything. [1, 4]

4 / COMPARE A PLAN YOU CAN MAINTAIN

Look at total premiums, guarantees, projected values, access rules, and what happens if your circumstances change. Ask for an insurer's illustration where applicable. Include legal and tax professionals when ownership or business agreements require them.

Reach out to customize a plan tailored specifically to your goals.

Select your scenarios and priorities on page 13, then email the worksheet for a free review. We will use your answers to discuss options tailored to your goals, budget, and circumstances.

No charge, purchase, or appointment required for the worksheet review.

Book a 15-minute Google Meet

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Dustin Guyon | Licensed Life Insurance Agent

Keep existing coverage until any replacement is issued, in force, and reviewed. All eight examples are educational, not personalized recommendations or offers of coverage.

SOURCES & IMPORTANT CONTEXT

The details behind the examples.

The numbered references link to public educational resources. Reviewed November 11, 2026. Carrier sources illustrate concepts; features vary by insurer, product, and state.

[1] NAIC | Life Insurance Buyer's Guide

[2] Texas Department of Insurance | Life Insurance Guide

[3] NAIC | Life Insurance Consumer Resources

[4] NAIC | Tips for Purchasing Life Insurance

[5] National Life Group | Living Benefits & Rider Details

[6] Ethos / North American | Juvenile IUL Overview

[7] IRS | Publication 525: Life Insurance Proceeds & Surrenders

[8] Pacific Life | How Indexed Universal Life Insurance Works

[9] Nationwide | Saving College Funds for Children

[10] National Life Group | IUL Crediting, Floors & Charges

[11] Guardian | Insurance for Business Succession Planning

[12] New York Life | Key Person Insurance

[13] IRS | Form 8925: Employer-Owned Life Insurance Reporting

[14] Guardian | Life Insurance for a Stay-at-Home Parent

[15] MassMutual | Business Life Insurance & Estate Equalization

[16] Guardian | Group Life, Portability & Conversion

Keep these distinctions in mind.

All people, businesses, dollar amounts, and events in the examples are fictional. They are not client results, premium quotes, policy illustrations, or promises of performance. Underwriting and affordability determine what can actually be issued and maintained.

Life insurance and its riders are contracts. Definitions, exclusions, limits, charges, guarantees, and state availability control benefits. A non-guaranteed projection is not a promise; cash values and policy sustainability need review.

Tax and legal treatment depends on the arrangement and individual circumstances. Coordinate business agreements and ownership with an attorney and CPA. Individual insurance guidance is offered where Dustin is licensed. This guide provides general education, not tax or legal advice.

YOUR GLA GOALS WORKSHEET

Which story feels like yours?

Choose your scenarios, then make them personal. Type and save, or print and write.

YOUR NAME

EMAIL FOR YOUR REPLY

STATE

BUSINESS NAME, IF RELEVANT (OPTIONAL)

1. Which scenario feels closest to your situation? Check any that apply.

- ☐ 01 Home protection (p. 2)
- ☐ 02 Caregiving parent (p. 3)
- ☐ 03 Career changes (p. 4)
- ☐ 04 Living benefits (p. 5)
- ☐ 05 Child's future / IUL (p. 6)
- ☐ 06 Business buyout (p. 7)
- ☐ 07 Key person coverage (p. 8)
- ☐ 08 Inheritance planning (p. 9)
- ☐ Other / not sure yet

FIRST SCENARIO TO DISCUSS / WHAT I WANT IT TO ACCOMPLISH

2. What prompted you to explore life insurance? Who or what are you hoping to protect, and why?

3. What matters most in a policy? Check up to three.

- ☐ A premium I can maintain
- ☐ Clear guarantees / predictable cost
- ☐ Coverage for the time I need
- ☐ Potential cash value / future access
- ☐ Eligible living benefits
- ☐ Flexibility as my needs change

4. What is different about your situation? What would you like to discuss?

You can include existing coverage, questions, timing, or a monthly budget.

- ☐ Please email me a free worksheet review.
- ☐ I would also like help booking a 15-minute Google Meet.

Email your worksheet

dustin@guyonlegacyadvisors.com

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