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Insure to Ensure the Unsure

"Families are the compass that guides us. They are the inspiration to reach great heights and our comfort when we occasionally falter," says Brad Henry. Ever since we were children, we have always been taught about the importance of our families as they are a significant part of our lives. It is where we can be ourselves and where we are wholeheartedly accepted for who and what we are. It shapes our personalities and influences our characters. It teaches us the true essence of love, affection, care, truthfulness, and provides us with inspirations to achieve success in life. With this being said, one of the best ways to show love to our families is to invest in securing the best future for them. However, considering the fact that we may not be able to provide for our families forever, unexpected occurrences could simply shatter our dreams. The good news is that we can financially protect and ensure a loved one's success without our presence through purchasing life insurance.

Investing to a life insurance is not meant for ourselves – it is rather meant for our loved ones so that we can ensure that they are still looked after and continuing to enjoy the life that we have planned for them. Whether they are your spouse, children, aging parents, or disabled loved one, life insurance is an advantageous way to guarantee that they can still make the most out of their lives even when we are not around. It acts as a financial plan wherein you secure a future income for your family or prevent the loss of it. Providing financial security and protection, life insurance helps ease financial burden and gives peace of mind to your family as death benefits offer assistance for payments, basic needs, and child care.

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In connection to this, life insurance can help pay for things such as burial and funeral services. According to Lowe (2012), estimated cost for middle-class burial in the Philippines can set one back between ₱50,000 and ₱100,000, depending on the casket of choice, funeral and wake services, chapel size, and length of time of the wake. For a basic funeral, the said costs are hefty and pricey which would probably trouble your family. Yet, through life insurance policy, expenses will surely be covered so your family does not have to worry at an already stressful time.

One personal experience demonstrating the benefit of life insurance is when my grandfather died. His wife was all left alone and had nothing saved on her pocket to settle the necessary expenses. Thankfully, my grandfather purchased a life insurance when he was still alive. Hospital expenses and burial and funeral services were paid, lessening the burden that my grandmother had to carry. Although sadness and grief were felt, life insurance gave us a big relief.

Aside from this, when we get married and become parents, life insurance is of the utmost importance. Most families depend on two incomes to make ends meet. Yet, if one died suddenly, a family cannot probably maintain their standard of living with one's income alone. As parents, it is one of their responsibilities to ensure that their children can go to school and still strive for their dreams even in the case of the unexpected.

Life insurance is one of those things you cannot touch, feel, or see, but holds a valuable significance in one's life. It is sad to think that many people know what life insurance is but still neglect the importance of it. Many people choose to ignore the reality of what would happen if they suddenly pass away without proper plan and protection, especially for their families and loved ones. It is important to consider that life insurance strengthens the foundation of your

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family by protecting them in all stages of your life – securing your children, safeguarding your retirement, protecting your income, and creating a financial safety blanket for your home.