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Life Insurance Needs Calculator Launched

Meyer and Associates, which designs and manages alumni insurance programs, has developed a new life insurance needs calculator for the company's alumni association clients and their members. The Collegiate Alumni Life Calculator (CALC) is a free online tool that was created to help alumni obtain a precise answer to a very basic question: *How much insurance do I really need?*

CALC is a proprietary tool that was built in-house, with some review by New York Life, Meyer and Associates' life insurance underwriting partner. The results offer a desirable balance between relative simplicity and accuracy, all with a slant towards college grads. For example, CALC recognizes that most families have two incomes, that users of this tool want their kids to go to college, and that with the recent economic downturn, many people have seen their assets reduced, which may in turn require an increased amount of life insurance.

CALC offers a highly personalized result by considering many factors, like educational aspirations of family members, debt levels, future workplace promotions, and differences in regional living costs. It also captures the value of daily activities, offering suggested hourly rates for "at-home" contributions such as childcare, yard work, meal preparation, and more—tasks that are often vastly underestimated when considering life insurance needs.

CALC is available to alumni association members and the general public. Each user receives a highly personalized life insurance "needs estimate" in as little as 15 minutes; the estimate can be viewed online, saved for future reference, or printed. To try CALC and find out if your own coverage is adequate, visit www.meyerandassoc.com/calc.

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