



Reaching the
Under-40
Market

DefinedBenefit
An Innovative Life
Insurance Strategy.
Patent Pending. **Life**[®]

Reaching the Next Generation of Policyholders: Why Defined Benefit Life® is the Bridge to the Under-40 Market

The traditional triggers for buying life insurance—marriage, children, mortgages—are eroding. Millions of Americans under 40 are delaying or forgoing these milestones altogether. They're not rejecting life insurance because they don't value security; they're rejecting it because they don't see themselves reflected in its story. To them, life insurance feels like a cost, not a pathway to financial empowerment.

Yet this same generation has a powerful financial instinct. They are *planners*. They are *investors*. They think in terms of *goals, growth, and freedom*. They are obsessed with *building wealth* and *retiring earlier*—not simply working for security, but engineering lives of autonomy and control.

“Over half of millennials report that they save 12 % or more of their pre-tax income, and two in five younger millennials (ages 22–29) say they save more than 15 % of pre-tax income.”

Source: YCharts

The irony is that the product they overlook—life insurance—is uniquely capable of delivering those very outcomes. What's missing is not relevance, but framing. **Defined Benefit Life® (DB Life)** provides that missing frame.

The Pension Generation vs. The Portfolio Generation

Their parents and grandparents enjoyed something that, for most, no longer exists: *defined benefit pensions*. Those plans provided income for life—predictable, automatic, guaranteed. When that system disappeared, it left a vacuum that 401(k)s and IRAs have never fully filled.

The 40-and-under generation doesn't remember pensions, but they *feel* the absence of security. They've grown up in a world of constant financial risk, volatile markets, and disappearing guarantees. They've been told they must become their own pension managers—but they were never given the tools.

“Younger adults are deeply concerned about having enough income—53% of Gen Z say they do *not* make enough to live the life they want, and over half say lack of income is a barrier to their financial security.”

Source: Bank of America

DB Life® gives them that tool. It transforms modern life insurance into a *personal defined benefit plan*—a system that sets a future income goal, funds it systematically, and dynamically adjusts over time to ensure the goal is achieved. It turns uncertainty into control.

From Expense to Asset

To this generation, *insurance* sounds like an obligation. *Defined Benefit Life®* sounds like an *advantage*. It reframes life insurance from a cost of protection into an asset for freedom—a strategy to guarantee a personal pension and retire earlier.

With DB Life®, an agent doesn't talk primarily about death benefits; they talk about *income benefits*. They don't talk about premium payments; they talk about *contributions toward a retirement income target*. They don't discuss unrealistic hypothetical illustrations; they highlight *managed performance*.

When the conversation shifts from cost to outcome, from protection to purpose, everything changes.

The Strategic Imperative for Carriers

The under-40 demographic is the future of the industry's growth curve. Carriers know penetration is low, and traditional messaging isn't resonating. But the opportunity is massive.

DB Life® re-aligns the industry with how this generation thinks:

- **They value transparency.** DB Life® provides visible, trackable progress toward a defined income goal.
- **They want control.** DB Life® gives them an annual recalibration process that keeps their plan in sync with life changes.
- **They crave authenticity.** DB Life® replaces projection with proof—real accountability that builds trust.
- **They want to win at life.** DB Life® positions life insurance as a wealth-building system that funds a lifestyle, not a liability.

Questions for Executives to Consider

- What if the next generation viewed life insurance as the engine of their financial freedom, rather than a cost of adulthood?
- What if your brand became known as the carrier that gave millennials and Gen Z their first personal pension?
- How much would persistency and profitability increase if policyholders under 40 stayed engaged for life—not because they had to, but because they wanted to?



- What is the cost of allowing an entire generation to age into mid-life with no connection to your company, no relationship with your brand, and no plan for lifelong income?

The New Growth Story

The industry doesn't need to invent new products to reach the next generation—it needs to reimagine the purpose of the products it already has. DB Life® is that reinvention.

It harmonizes perfectly with the values of the under-40 market: freedom, flexibility, wealth-building, and the desire to live fully. It transforms life insurance from a policy for the end of life into a *system for the best years of life*.

Defined Benefit Life® — the bridge between generations.

It restores what their parents had—income security—while delivering what they want—financial independence.