

Protecting Texas Families, Strengthening Texas Communities

Life is full of milestones worth celebrating, buying a home, starting a family, building a business, planning for retirement. But it can also bring unexpected challenges.



For Texas policymakers, helping to create an environment in which Texans have access to financial security tools to protect their families and businesses is one reason a healthy life insurance market matters. It is also an important part of supporting strong communities and a resilient economy.

While no one likes to think about the possibility of losing a loved one, financial preparedness can make a difficult situation a little less overwhelming. That's where life insurance comes in.



At its most basic level, life insurance is a promise. An individual purchases a policy and pays premiums to a life insurance company. In return, the insurer agrees to provide a financial benefit to the policyholder's chosen beneficiaries.

Those benefits can help families cover everyday living expenses, pay off a mortgage, fund a child's education, maintain a family business, or simply provide financial stability during a difficult time.

Different Stages of Life. One Goal: Financial Security.



Protect today.

Term life insurance can help protect your loved ones and financial obligations.



Plan for tomorrow.

Permanent life insurance can build cash value and support long-term goals.



Enjoy the future.

Annuities can help provide reliable income and greater financial confidence in retirement.

Life insurance products are designed to meet a variety of needs and life stages.



Term Life Insurance

Term life insurance provides coverage for a specified period of time, such as 10, 20, or 30 years. It can provide families with affordable protection during some of their most financially demanding years.



Permanent Life Insurance

Permanent life insurance provides lifelong coverage and may accumulate cash value over time. Many individuals use permanent life insurance as part of a broader financial planning strategy since the policy's cash value is available during the insured's lifetime.



Annuities

While not life insurance, annuities are another important product offered by many life insurers. Annuities help individuals create a reliable stream of income in retirement and can provide greater financial certainty later in life.

For millions of Texans, these products provide peace of mind and financial protection against life's uncertainties.

Why Legislators Have a Stake in a Healthy Life Insurance Market

Life insurance is more than a financial product; it is an important part of Texas's financial infrastructure.

A strong and competitive life insurance market ensures consumers have access to a wide range of products and financial planning tools that can meet their unique needs.

For policymakers, maintaining a healthy insurance market means supporting an environment where companies can continue to innovate, invest, and serve consumers effectively. Regulatory certainty and thoughtful oversight help insurers make long-term commitments to Texas, develop new products, and provide the financial protection families and businesses depend on.



A Healthy Life Insurance Market Benefits More than Policyholders

A strong life insurance market supports jobs, encourages investment in Texas communities, helps employers offer valuable benefits, and contributes to the state's long-term economic strength.

Here in Texas, the impact of life insurers extends well beyond individual policyholders. Life insurers support more than **295,000 jobs** across the state and have invested more than **\$710 billion** in Texas businesses, infrastructure, housing, agriculture, and local communities. The industry also contributes significantly to the state's premium tax revenue, helping fund important state priorities.

At its core, life insurance is about helping Texans prepare for the unexpected and protect the people they care about most. By providing financial security in times of need, life insurers help families, businesses, and communities build a stronger, more resilient future.
