



INVESTORS HERITAGE SIMPLIFIES PRENEED COVERAGE WITH LAUNCH OF NEW PRODUCT SUITE

December 8, 2020 Frankfort, KY – Investors Heritage Life Insurance Company (“Investors Heritage”) announced today the launch of its new suite of preneed products, providing some of the best premium rates and growth benefits in the industry.

Investors Heritage is a Kentucky domiciled life insurance company currently licensed in 46 states. The company has long been a leader in the funeral insurance industry, working with independently owned funeral homes for five decades.

“Our new Canopy Preneed suite is a major step forward in our effort both to ensure our policyholders have the coverage they need and to help our funeral home partners grow their business.” said Garth Waterfield, VP of Sales and Distribution. “The products are designed for ease of use to maximize sales and are backed by our outstanding field and home office team, an innovative agent portal, and dedicated marketing support.”

Jay Slatton, Director of Preneed Development, led the design of the new products. “Canopy was built to provide coverage for the funeral home on two fronts – convenient, affordable coverage for all their clients and growth options to support their business,” he said. “Our five-step sales process makes it simple for the funeral director to find the product that’s best suited for each of their clients. It’s a complete solution for our partners.”

In addition to its strength in the preneed and final expense market, Investors Heritage has seen significant growth since expanding its reach in the retirement and savings space in 2018 with the Heritage Builder multi-year guaranteed annuity. The company was ranked in the top 10 fastest-growing U.S. life insurers, based on total-filed life, annuity and accident and health direct premiums, in both 2018 and 2019 by S&P Global,¹ and was named to the Inc. Magazine’s 2020 Inc. 5000 fastest growing private company list with three-year growth of 371%.²

“We are committed to providing first-class solutions and security for our clients in all our markets,” said Rob Hardy, Chief Executive Officer of Investors Heritage. “Our recent growth has allowed us to not only invest in our people and our technology, but to also assess our product portfolio and to develop new products – like Canopy – to better serve our clients’ needs.”

ABOUT INVESTORS HERITAGE

Investors Heritage Life Insurance Company offers its policyholders a wide range of insurance solutions backed by a track record of exceptional service. Founded in 1960 and headquartered in Frankfort, Kentucky, the company has a rich and growing tradition of providing tools to help people build and manage their legacies as a leader in preneed and final expense policies, and through its new retirement and wealth management offerings. For more information, please visit <https://investorsheritage.com/>.

NOTE

1. S&P Global: <https://www.spglobal.com/marketintelligence/en/news-insights/research/fastest-growing-us-insurers-from-2019-face-vastly-different-reality-in-2020>
2. Inc. Magazine: www.inc.com/inc5000

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