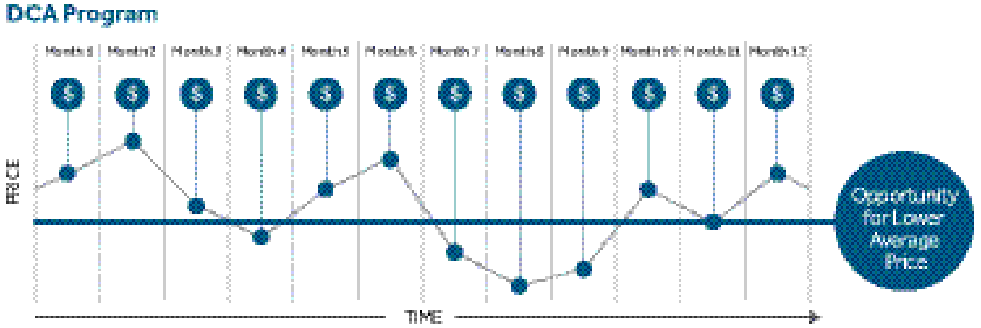
Put dollar cost averaging to work for you—and your life insurance policy.

Have you ever tried to time the market only to find out that you got in too early, or too late? If so, you may want to try dollar cost averaging—a strategy of systematic investing that lowers your average cost per share relative to the average market price.

How can dollar cost averaging help me invest?

Rather than commit a large sum of money all at once, dollar cost averaging allows you to invest the same pool of money systematically. By spreading your investment over regular intervals, you can buy more shares when prices are low, and fewer when prices are high.[1] Over time, this method could reduce the average share price you end up paying.

DCA Program



Can dollar cost averaging be used on anything other than the stock market?

In theory, dollar cost averaging could be applied to the purchase of other assets; however, few are set up to accommodate purchases in this way. You may be surprised to learn that variable universal life insurance is a notable exception. That's because this coverage gives you the ability to invest your premiums and gain exposure to the market.

How does dollar cost averaging work on a variable universal life insurance policy?

Variable universal life policies offer life insurance protection, as well as a wide range of investment options. Since the premiums on these policies are flexible, you can use dollar cost averaging to fund your payments and potentially increase the cash value of your policy.[2] Keep in mind that in a program of systematic investing you must be able to invest when the market is in a downturn. But any investment growth you achieve will be tax deferred, and you can access this cash value as long as you own your policy.[3]

Variable universal life products are issued by New York Life Insurance and Annuity Corporation (A Delaware Corporation) and distributed by NYLIFE Distributors LLC, Member FINRA/SIPC. Both NYLIAC and NYLIFE Distributors LLC are wholly owned subsidiaries of New York Life Insurance Company.

[1] Dollar cost averaging may help investors achieve a lower average purchase price, but it does not guarantee a profit, nor does it protect against loss.
[2] Variable universal life insurance provides a life insurance benefit in exchange for flexible premiums. The policy's cash value will fluctuate, including investment gains or losses. Mortality and expense risk charges, cost of insurance charges, per thousand face amount charges, monthly contract charges, fund fees, and any applicable surrender charges apply.
[3] Accessing the cash value will reduce the available cash surrender value and life insurance benefit.

If you have questions, feel free to reach out to me at your convenience.

INvest is provided by your New York Life agent as an additional service to you.
Address correspondence to your agent.

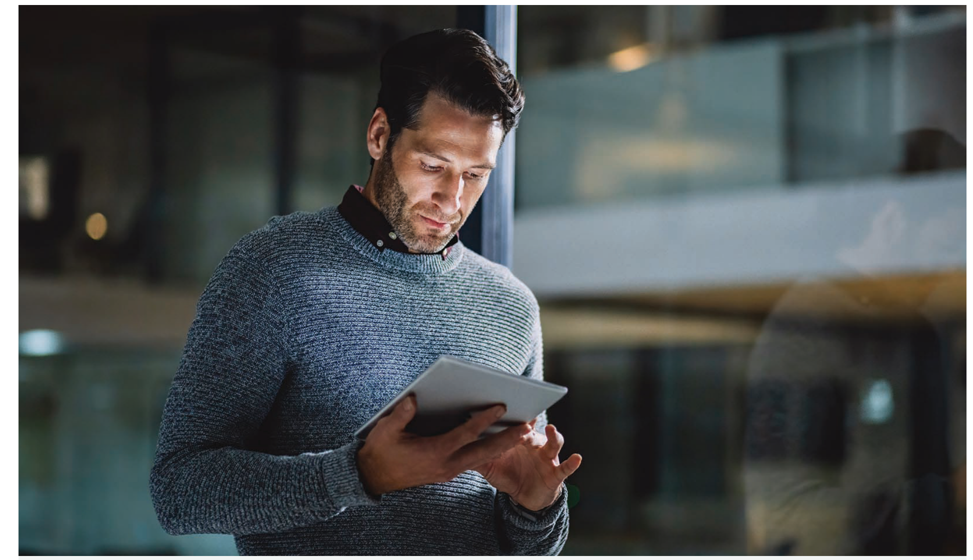
6589245.1, 6589208.1, 6583892.1, 6583858.1

NEW YORK LIFE

INVEST

Knowing what to do makes all the difference.

Summer 2024



Do U.S. elections really influence your portfolio?

As another election cycle heats up, many investors find themselves thinking about whether the election will affect their investments. It's a common concern that political events might impact market dynamics and, by extension, personal investments. However, historical data and expert analysis suggest that while election years can raise uncertainty, they generally don't drastically alter market trends or personal finance outcomes.

The misconception about political influence on markets.

It's important to note that despite the perceived volatility during election years, the fundamental impact of elections on markets has been limited in the past. Research highlights that U.S. consumer outcomes and corporate sentiment have consistently shown stability across different political administrations. In fact, historical performance data from the S&P 500 shows consistent growth over decades, although past trends are not assured to repeat.

(continued on inside page)

Photo

I'm here for you...

Please enjoy this complimentary newsletter. If you have any questions or would like to get in touch, please call me.

[FullName] [Suffix], [Designations]
[SenderTitle]

New York Life Insurance Company
[SenderAddressLine1]
[SenderAddressLine2]
[SenderCityStateZip]

Bus: [SenderPhone]
Toll Free: [SenderTollFree]
Cell: [SenderCell]
Fax: [SenderFax]
[SenderEmail]
[SenderURL]

[Marketing Message]

[LicenseStateLicenseNum]

Social Logos

Three things to consider when you are paying off debt.

Debt is a word that carries many negative connotations—even though some kinds of debt can be considered a good thing—like a mortgage. Like many, you may feel driven to pay off your debt as quickly as possible. However, you shouldn't let that get in the way of other equally important financial goals, like saving for retirement, investing for growth, and making sure you have protections in place to help secure your financial future.

Debt vs. Savings

Paying off debt helps to cut down the amount you pay in interest, but if you stop saving to focus on paying down debt, you lose the power of compound interest which makes saving so critical. What's the point of being debt-free if you're left without the funds needed to live a comfortable lifestyle?

Debt vs. Investing

If you don't invest while you are paying down debt, you may be missing out on the chance to take advantage of the market's ability to help you stay ahead of inflation and grow your wealth. In general, if you can expect a higher return on your investments than the interest rate that you pay on your debt, you should consider whether investing is appropriate for you while managing your debt. (But keep in mind that investments are subject to risk and may lose value.)

Debt vs. Being Prepared

If you were to become disabled and no longer able to work, or if your spouse passed away unexpectedly, would you be prepared? The costs of dealing with these life-changing scenarios without proper protection are typically far greater than the interest you're paying on your debt. By working with an insurance professional, you can help protect the lifestyle you and your loved ones worked so hard to achieve.

For most successful people, paying down debt is a typical goal. However, you likely have other financial goals, too. Turning those goals into realities may mean living with some debt to achieve a better long-term outcome. As with most things in life, it's all about understanding your priorities and finding the right balance for your specific situation.

Estate planning is essential for everyone, not just the wealthy.

When it comes to estate planning, many people make the mistake of thinking that it's only for the wealthy. However, estate planning is important for anyone with assets, dependents, or specific wishes for their medical care or end-of-life arrangements. Regardless of wealth, an estate plan is essential for anyone who wants to ensure that their affairs are handled according to their wishes.

Think of an estate plan as a comprehensive strategy to manage your assets and affairs. At its core, it usually includes:

- **A will**, to specify how your assets should be distributed after you pass away, and the appointment of an executor to oversee this process.
- **A trust**, to manage the assets you place within it for the benefit of designated beneficiaries, often bypassing the complex probate process.

Further components of an estate plan may address critical decisions such as:

- **Medical treatments**, through directives like a living will that specify your end-of-life care preferences.
- **Guardianship of minors**, ensuring that your children are cared for by trusted individuals of your choosing.
- **Business succession plans**, which detail the future of your business and its leadership.
- **Designation of beneficiaries** for various accounts and insurance policies, which is crucial to avoid legal disputes and ensure that your assets go to the intended parties.

Without an estate plan, your assets may be distributed based on state laws rather than your preferences, leading to the possibility of significant tax implications, family disputes, and the probate process—a public and often lengthy legal procedure that assesses and distributes your estate.

Creating an estate plan ensures that your intentions are honored, and significantly reduces the stress and burden on your loved ones during a difficult time. It can help you take control of your future and safeguard the people and things you care about most.

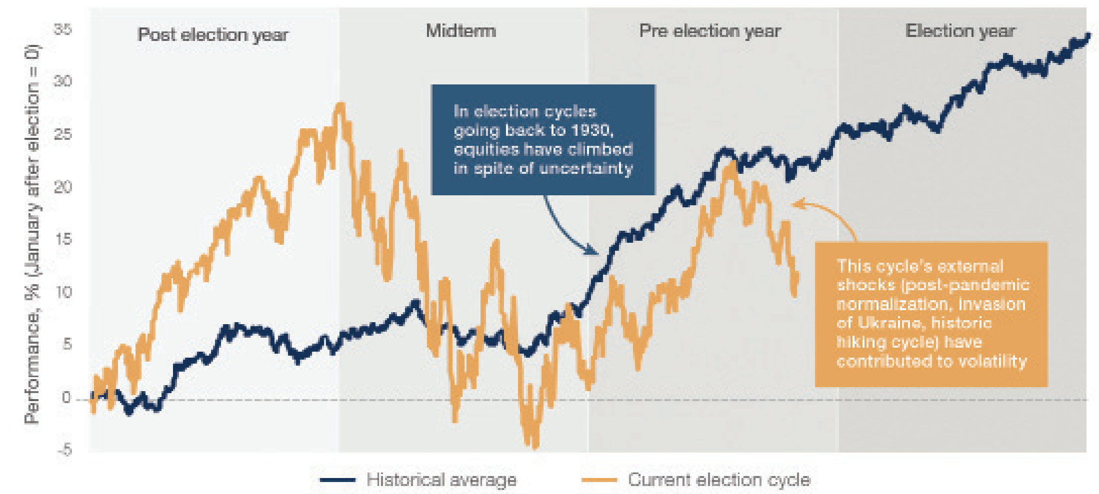
New York Life agents can provide guidance on the insurance policies included within an estate, and their beneficiaries, while an attorney can provide guidance on legal agreements such as wills, trusts, and guardianship.

U.S. elections. (continued)

Below is a graph illustrating the performance of the S&P 500 across various election cycles since 1930. As shown, regardless of the political party in power, the market has demonstrated long-term resilience and growth, underscoring the minimal impact of election outcomes on market trends.

U.S. equities are historically unfazed by election cycles

S&P 500 performance, current 4-year cycle and historic mean since 1930



Sources: New York Life Investments Multi-Asset Solutions, Macrobond, Bloomberg Finance LP, S&P Global, November 2023. The S&P 500 Index measures the performance of 500 large- cap, U.S.-listed equities. An investment cannot be made directly in an index.

Past market performance is no guarantee of future results.

Strategies to protect your investments during election cycles.

Stay above the noise: The media and political experts often amplify electoral rhetoric, which can sway investors into making hasty financial decisions. It's vital to focus on long-term investment goals and not get swayed by transient political events.

Maintain a diversified portfolio: Diversification remains a foundational strategy in managing investment risk. By spreading investments across various asset classes, sectors, and geographies, you can mitigate the risks associated with the uncertainties of election years.

Resist sudden financial moves: Historical insights suggest that shifts in market trends during election years are not significantly different from other times. Therefore, making abrupt investment decisions based on election outcomes can be counterproductive.

Engage with a financial professional: Collaborating with a financial advisor can provide personalized insights and strategies tailored to your financial goals and risk tolerance. This partnership can help you navigate through the noise and focus on factual data and trends.

Understanding the bigger picture.

While elections can produce temporary uncertainty in the markets, they rarely dictate long-term economic trends. Factors such as global economic conditions, technological advancements, and demographic shifts tend to have a more profound impact on markets. Recognizing that multiple factors influence financial markets can help maintain a balanced perspective on investment during election years.

The wrap-up.

Elections are undoubtedly important, but their direct impact on personal finances and market dynamics is often overstated. By adhering to tried-and-true investment principles such as diversification and long-term planning, and seeking professional advice and guidance, investors can navigate election years with greater confidence and continue to pursue their financial goals. Staying informed, maintaining a strategic approach, and consulting with experts are key steps toward managing your investments through market volatility and political change.