



## The Only Illinois Insurance Company Serving the Pre-Need Funeral Industry for 25 Years

On April 1, 1921, three Tazewell County farmers had a vision. With borrowed office space at the county courthouse and a part-time secretary, The Farmers Automobile Insurance Association was launched with the promise of affordable insurance for a new thing called the automobile. Starting with less than 200 policies, the company now known as Pekin Insurance began a near-century-long tradition of going Beyond the expected® to provide for Illinois families when they need protection. In 1921, a full-coverage six-month policy from Pekin Insurance cost five dollars, regardless of the type of car.

Over the next century, Pekin Insurance grew and added homeowners insurance to auto insurance in its product lines. Next came insurance protection for businesses with the start of commercial lines coverage. In 1965, Pekin Insurance began a new era of protection for individuals and families with the inception of Pekin Life Insurance Company to offer life and health insurance products. In addition to traditional life and health insurance, Pekin Life Insurance Company also developed industry-specific vertical life insurance products in later years, including pre-need life policies and annuities for the funeral industry. Pekin Life Insurance Company's pre-need division and their Pathway® product celebrate their 25th anniversary of providing quality service to the funeral industry in June 2018.

(L) Michelle LeMay, Pre-Need Sales Specialist, Illinois; (Seated) Michele Voss, Director of Pre-Need Sales; (Standing) Bert Wasson, Director of Life Underwriting; (R) Larry Whitaker, Pre-Need Sales Manager, Illinois

“Our funeral home owners are a perfect match with our company culture of service that goes beyond the expected<sup>®</sup>,” said Brian Lee, Senior Vice President and Chief Operating Officer/Life of Pekin Insurance. “Like our traditional agency force, our funeral directors epitomize community service. Their phones ring 24 hours a day, 7 days a week, as they are called on to help families deal with the worst day of their lives. When a community suffers tragedy, they are called into action, opening their doors so the community can come together and begin the healing process. We stand in awe of their work and are proud to call them agents of Pekin Life Insurance Company,” Lee added.

To become a pre-need Pathway<sup>®</sup> agent for Pekin Life Insurance Company, a funeral director must first secure a pre-need seller’s license from the Illinois Comptroller’s office. Next, he or she must complete a 20-hour pre-licensing class and successfully pass a licensing exam with the Illinois Department of Insurance to become an insurance producer. Finally, funeral directors must successfully complete a background review and be appointed as agents by Pekin Life Insurance Company.

### **Pathway<sup>®</sup> From Pekin Life Insurance Company Illinois’ Local Pre-Need Provider**

Today, over 500 funeral homes utilize Pekin Life Insurance Company Pathway<sup>®</sup> products consisting of pre-need life and annuity policies. In Illinois, 261 funeral directors and nearly 200 funeral homes are licensed agents with Pekin Life Insurance Company. Each year, nearly 2,200 Illinois families place over 12 million pre-need dollars with Pekin Life Insurance Company for pre-need life insurance and annuities to cover life’s final expenses. In the remaining nine states where Pathway<sup>®</sup> products are available, another 5,500 families have joined the movement, placing another 29 million dollars in Pekin Life Insurance Company pre-need life policies and annuities each year.

Michele Voss is Director of Pre-Need Sales for Pekin Life Insurance Company. The Pekin Insurance veteran says Pathway<sup>®</sup> stands out in the pre-need arena. “There are two things that make us unique,” Voss says. “First, many of the companies in the business were formed by funeral directors whose only focus is selling pre-need products. Pekin Insurance is a multi-lines insurance company headquartered in Illinois, and the pre-need division contributes to the success of the company by selling in the niche pre-need market. Second, we believe the death benefits our pre-need products offer are some of the best in the industry,” she concludes.



*Brian Lee, Senior Vice President &  
Chief Operating Officer/Life*



*Michele Voss, Director of Pre-Need Sales,  
Pekin Life Insurance Company*

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*Buster Hanley looks on as his father, the late Neale Hanley, signs the first agency contract to represent Pekin Insurance Pathway®.*

D. Neale “Buster” Hanley II was there when his father signed the very first Pekin Life Insurance Company Pathway® agency contract in 1993. Today, Hanley and his brother, Charles, are second-generation co-owners of Preston-Hanley Funeral Homes and Crematory. “As a family-owned-and-operated business, we’re proud to keep the pre-need dollars families place with us invested locally, in Illinois, until the time of need. After 25 years of a shared vision, it’s satisfying to celebrate this great milestone with Pekin Insurance. I also just recently completed my 25th year as a licensed funeral director at our family business and am grateful to have the unique experience of being involved with Pathway® since it began,” Hanley said. “Prior to Pekin Life Insurance Company offering Pathway®, we didn’t have a local solution for our pre-need dollars. Pekin Insurance

is a top-notch, highly rated company that is very responsive to our questions and needs,” Hanley added.

### **Get your questions answered today**

More and more people today are choosing to pre-plan and pre-pay for their funerals. There are many benefits. Families are spared all the details and financial headaches of planning and paying for a funeral. You lock in tomorrow’s funeral costs at today’s prices. Funeral assets are protected from the expense of lengthy, costly illness and nursing home care. Most importantly, you get the type of funeral and memorialization you desire, and your family doesn’t have to guess at what you would want.

**Funeral homes in your area affiliated with Pekin Insurance can assist you with pre-planning your funeral and determining the best form of service and memorialization. For more information on pre-need arrangements with a Pekin Insurance funeral professional near you, contact us: Larry Whitaker, Pre-Need Sales Manager, Certified Pre-Planning Consultant, Pekin Life Insurance Company [lwhitaker@pekininsurance.com](mailto:lwhitaker@pekininsurance.com) • 1-800-322-0160, Extension 3119**