



Banner Life | William Penn

Banner Life family of companies

Banner Life is #1 in term life insurance



It's official – Banner Life Insurance Company is #1 for term life insurance in the U.S. according to LIMRA 2026 Q1 sales data.

Wow.

Thank you for your partnership and the work you've done with us to achieve this amazing milestone. Business this year has been strong, and we've seen some fantastic growth across the entire company.

This is a historic time for the Banner Life family of companies and our partners, but we're not slowing down. We're going to continue striving to be the easiest term life insurance company to do business with in the U.S.

We're committed to being here for better, supporting you and your customers with new products, enhanced processes, and stronger communication.

Here's to our shared success and continued partnership as we work together to close the U.S. life insurance gap.

Thank you for joining us on this journey.

Here for you. Here for good. Here for better.

Mark Holweger
President and CEO

Banner Life Insurance Company

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William Penn Life Insurance Company of New York

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Life insurance and retirement products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner Life products are distributed in 49 states and in D.C. William Penn products are available exclusively in New York; Banner Life is not an authorized New York insurer and does not do business in New York. Each company is solely responsible for its own financial and contractual obligations. Product guarantees are backed by the financial strength and claims paying ability of the issuing company. Policy coverage and features may not be available in all states and may vary by state. Exclusions and limitations may apply. Two-year contestability and suicide provisions apply. A one-year suicide provision applies in CO, MO, and ND. CN05152026-1

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