

Assurity® Trust. We earn it every day.

One of the top priorities in any financial transaction is trust. You want to be confident the insurance company you work with will deliver what they promise when you need it.

Our Mission

At Assurity, we live our motto of helping people through difficult times every day, and have done so since 1890.

Mutual Organization

Being a mutual insurance organization means we are owned by our policyholders, formed for their collective and mutual benefit, and dedicated to long-term goals and strategies that ultimately benefit those same mutual policyholders.

Recognition and Ratings

- A- (Excellent) with a stable outlook from A.M. Best Company*, the insurance industry's leading independent evaluator
- World's largest insurance company to be named a Certified B Corporation in 2015, demonstrating that we adhere to rigorous standards of social and economic responsibility
- Named one of the top three carriers in Newsweek's 2021 and 2022 America's Best Customer Service Companies in the life insurance category

Strong Financials

Being a mutual insurance organization means we are owned by our policyholders, formed for their collective and mutual benefit, and dedicated to long-term goals and strategies that ultimately benefit those same mutual policyholders.

- \$2.6 billion in total assets under management
- \$23.3 billion of total life insurance in force
- \$454 million in total surplus and asset valuation reserve (AVR)
- 17.8 percent ratio of surplus and AVR to assets, a strong measure of our ability to meet future obligations
- \$9.8 million in dividends paid to policyholders
- \$142.8 million in total benefits provided to policyholders

Investment Practices

Assurity utilizes conservative investment practices and a sound, disciplined management approach. Our investment operations are guided by a focus on sustaining a strong financial position while limiting credit and interest rate risk. Our emphasis is on building and maintaining a high quality, well-diversified investment portfolio, with proper matching of assets and liabilities.

*A.M. Best ratings range from A++ (Superior) to F (in liquidation).

Assurity is a marketing name for the mutual holding company, Assurity Group, Inc. and its subsidiaries. Those subsidiaries include, but are not limited to, Assurity Life Insurance Company and Assurity Life Insurance Company of New York. Insurance products and services are offered by Assurity Life Insurance Company in all states except New York. In New York, insurance products and services are offered by Assurity Life Insurance Company of New York, Albany, NY. Product availability, features and rates may vary by state.