

## [The Life Insurance Consumer Advocacy Center](#)

If you're considering buying life insurance now, we are pleased to announce a new resource launched with support from UP: [The Life Insurance Consumer Advocacy Center](#). With life insurance, simpler is generally better. The more promised bells and whistles, (tax advantages, investment income) the harder it is to get your money's worth, especially if you don't have time research and read all the fine print. If an agent pushes you toward a universal or indexed life policy, chances are they're looking to earn the high commission that insurers pay on those types of policies.

By publishing [shopping tips](#) and tools and advocating for fair and transparent practices in the sale of life insurance products, UP helps people avoid buying policies that are unsuited to their situation and goals.

---

For more information, Read our January 2021 Tip of the Month: [Life Insurance Lessons](#)

---

The information presented in this publication is for general informational purposes and is not a substitute for legal advice. If you have a specific legal issue or problem, United Policyholders recommends that you consult with an attorney. Guidance on hiring professional help can be found in the "Find Help" section of [www.uphelp.org](http://www.uphelp.org). United Policyholders does not sell insurance or certify, endorse or warrant any of the insurance products, vendors, or professionals identified on our website.

Source: <https://uphelp.org/buying-tips/the-life-insurance-consumer-advocacy-center/> Date: April 24, 2025