

A special offer for Quicken customers.

Get it done and rest easy

Get a quick quote



Get life insurance quickly and easily so your loved ones have the financial protection they deserve.

SimplyTerm® Protector life insurance from Prudential



Tax-free cash payout

Your family will receive a tax-free cash payout that they can use to pay off the mortgage, if you pass away.¹

Budget-friendly rates

This is decreasing life insurance, which means your payout decreases over time, like your mortgage, so you don't pay for more than you need.



Benefits for you

You can access the cash payout while still alive if diagnosed with a terminal illness.²

No medical exam

Just answer a few health questions and you're all set.³



Quicken, Inc. is not a licensed insurance agency or broker. Quicken, Inc. is separate from and not affiliated with Prudential. Quicken, Inc. may receive a fee.

Discover more

Sign up now and get your money back if you change your mind within 30 days. No questions asked.

Prudential is proud to bring you SimplyTerm Protector. For more than 150 years, Prudential has put customers first.



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1 Death benefit proceeds are typically received income tax-free as per IRC §101(1)(a).

2 The Terminal Illness Rider is available without an extra premium. Obtaining benefits under the terms of the rider will eliminate the death benefit. Benefits paid under the Terminal Reference Illness Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex, and benefits may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness Rider are subject to a processing fee of up to \$100. Clients should consult tax and legal advisors prior to initiating any claim. A licensed physician must certify that the insured is terminally ill to qualify for benefits. Other terms and conditions may apply. The rider may not cover all of the costs associated with terminal illness. The rider is a life insurance accelerated death benefit product, is generally not subject to health insurance requirements, and may not be available in all states. The rider form number for the Terminal Illness Rider is either ICC23-RID-TI, or RID-TI-2023, which may be followed by a state code.

3 Issuance of the policy will depend upon answers to health questions set forth in the application and third-party data.

All references to guarantees are backed by the claims-paying ability of Pruco Life Insurance Company.

SimplyTerm is issued by Pruco Life Insurance Company located in Newark, NJ. The policy form number is ICC23-SIMPLT or SIMPLT-2024. Product not available in all states.

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