Northwestern Mutual Expands Suite of Insurance Products to Help Families and Businesses Protect Their Legacies

Company's new Survivorship Variable Universal Life Plus policy provides essential asset planning support

Coverage can help Americans minimize the estate tax burden on heirs, maintain care for children with special needs, and ensure a seamless transfer of business ownership

MILWAUKEE, July 1, 2025 /PRNewswire/ -- Northwestern Mutual, a leading financial services company focused on comprehensive financial planning, is expanding its world-class suite of insurance products to support Americans' estate and legacy planning needs. Through the company's new Survivorship Variable Universal Life Plus (SVUL Plus) policy, couples, families, and business owners have even more flexibility to plan for their unique financial goals.

Survivorship life insurance, often called "second-to-die life insurance," covers two policyowners and pays a death benefit when both have passed away. This type of policy is often helpful for:

Families who want to continue growing wealth while minimizing the estate tax burden on their children and maximizing the value of assets they leave behind;
Married couples who want to ensure that care continues for children with special needs after both parents have passed; and
Business partners who want to seamlessly transfer ownership of the business and ensure assets are divided equally among heirs.

"More than ever, people want flexibility in their financial plans, helping them reach multiple goals, solve a range of challenges, and protect the life they worked so hard to build," said Kamilah Williams-Kemp, chief product officer at Northwestern Mutual. "SVUL Plus can provide financial flexibility when it's needed most. From families with unique estate planning goals to business owners preparing for succession, this solution can help more Americans secure their legacy for future generations."

Demand for estate planning strategies is expected to soar in the coming years, as the "Great Wealth Transfer" shifts an estimated $90 trillion across generations. According to data from Northwestern Mutual's Planning & Progress study, among consumers who expect to receive an inheritance, half (50%) consider it "highly critical" or "critical" to their long-term financial security. SVUL Plus can help parents provide an inheritance to their loved ones, fund permanent care for children with special needs, and help reduce estate tax burdens.

"Generational wealth planning is one of the most impactful things parents can do for their children. As a parent, I know how daunting and delicate these decisions can be – because we only get this one chance to get it right," said Williams-Kemp. "A comprehensive plan built with flexible financial tools like SVUL Plus can help families reach goals that change as life changes – and provide parents with comfort knowing their children will be protected."

Many families also have concerns about the impact that taxes may have on future generations. SVUL Plus can help parents reduce their children's estate tax burden today – no matter how the dynamic tax environment may change in the future.

For more information about SVUL Plus and its specific benefits, connect with a Northwestern Mutual financial advisor.

About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With nearly $700 billion of total assets[i] being managed across the company's institutional portfolio as well as retail investment client portfolios, more than $38 billion in revenues, and $2.4 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 109 on the 2025 *FORTUNE* 500 and was recognized by *FORTUNE®* as one of the "World's Most Admired" life insurance companies in 2025.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include **Northwestern Mutual Investment Services, LLC (NMIS)** (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). **Not all Northwestern Mutual representatives are advisors. Only those representatives with**

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[1] *Includes investments and separate account assets of Northwestern Mutual as well as retail investment client assets held or managed by Northwestern Mutual.*

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