Life Insured By Chris Expands Access to Personalized Life Insurance Guidance During Life Insurance Awareness Month

Washington, D.C.-based independent brokerage offers free 15-minute coverage reviews and compares options from 30 top-rated carriers across 20 licensed states.



Christopher Franklin of Life Insured By Chris helps a family compare personalized life insurance options.

WASHINGTON DC, DC, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Life Insured By Chris, an independent life insurance brokerage led by licensed producer Christopher C. Franklin, is expanding consumer access to plain-language coverage guidance during Life Insurance Awareness Month. The brokerage helps families, working professionals, veterans, seniors, and first-time buyers compare term, whole life, final expense, and no-medical-exam options from 30 top-rated carriers.

The effort addresses a widespread planning challenge: many consumers know protection matters but feel unsure where to begin. A 2026 Life Happens survey found that 40% of adults feel anxious, overwhelmed, or both when thinking about life insurance. Among adults without coverage, 56% place it at the bottom of their list, on a “deal with it later” list, or not on their list at all. The same research found that 55% would be more likely to start if they learned the process may be easier than expected.

Life Insured By Chris is responding with a low-pressure, education-first process. Consumers can begin with a free 15-minute coverage review or use the brokerage’s online “How Much Life Insurance Do I Need?” resource to consider income replacement, debt, mortgage obligations, education costs, savings and existing coverage before discussing available options.

Unlike a single-carrier agency, Life Insured By Chris is not owned by, operated by, or exclusively affiliated with one insurance company. The brokerage compares available options based on each applicant’s goals, budget, age, health history, and underwriting considerations. Coverage

> Many people delay life insurance because it feels confusing or expensive. I simplify the process, compare realistic options, and help families find coverage that fits, without pressure."
>
> *Christopher C. Franklin, Owner, Life Insured By Chris*

availability, rates, and approval decisions vary by carrier and applicant.

Christopher Franklin is available for interviews on life insurance affordability misconceptions, how consumers can estimate a coverage need, employer-provided coverage gaps, options for applicants with health conditions, coverage considerations for veterans and seniors, and questions consumers should ask before buying a policy.

About Life Insured By Chris

Life Insured By Chris LLC is an independent life insurance brokerage based in Washington, D.C. Led by licensed producer Christopher C. Franklin, the brokerage compares coverage from 30 top-rated carriers and serves clients across 20 licensed states. It offers guidance on term life, whole life, final expense, mortgage protection, and no-medical-exam coverage. Its mission is to make life insurance simple, accessible, and personal through clear education and individualized support.

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