



[Company](#)

[Concepts](#)

[Solutions](#)

- [Our Story](#)
- [Our People](#)
- [Our History](#)
- [Community](#)
- [Opportunity](#)
- [Partners And Affiliations](#)
- [Investor Relations](#)
- [Media Center](#)



Our Story

Primerica is a Main Street Company for Main Street North America. Our mission is to help families become properly protected, debt free and financially independent.

Today's families face major financial challenges. They're being forced to downsize their goals and dreams – to settle for less. Primerica shows them how they can change their life. We are the one company focused on the middle market and helping Main Street families get the financial help they need.

We help Main Street families get the protection they need at a price they can afford, invest for the future and get out of debt. We teach families fundamental financial principles that aren't taught in school and we give them an opportunity to build a business and transform their life.

- [Company](#)
- [Our Story](#)
- [Our People](#)
- [Our History](#)
- [Community](#)
- [Opportunity](#)
- [Partners and Affiliations](#)
- [Investor Relations](#)
- [Media Center](#)

- [Concepts](#)
- [High Cost of Waiting](#)
- [Pay Yourself First](#)
- [Theory of Decreasing Responsibility](#)
- [Rule of 72](#)
- [Power of Compound Interest](#)
- [Debt Stacking](#)

- [Solutions](#)
- [Financial Needs Analysis](#)
- [Term Life Insurance](#)
- [Investments](#)
- [Auto & Home Insurance](#)
- [Long Term Care Insurance](#)
- [Primerica DebtWatchers](#)
- [Pre-Paid Legal Services](#)

