



**innovative  
life insurance  
option for your  
business clients**

## **FOCUS 10 Life<sup>®</sup>**

Employer-Paid Term Life Insurance

### Marketing Guide



For an employer, choosing the right life insurance coverage for employees, partners or key executives can be challenging. With FOCUS 10 Life® simplified issue life insurance, each applicant only needs to satisfy an “actively at work” question. No physical exam is needed and coverage can be issued up to age 70. Since FOCUS 10 Life is an individual policy, it is versatile enough to satisfy a number of life insurance needs, such as fringe benefit for employees, Buy-Sell funding and Key Person coverage. FOCUS 10 Life policies are portable and convertible to permanent insurance. FOCUS 10 Life is a non-voluntary, employer paid program with guaranteed level premiums for 10 years. Based upon the number of covered lives, and the plan design, each individual can qualify for up to \$1.5 million or more of coverage.

**get the details**

**General Product Information**

- Individual Term Life Contract with 10-Year Level Premium
- Simplified Issue – only one actively at work question
- Issued to age 70
- Employer paid
- Non-voluntary
- Fully portable
- Convertible to a permanent policy without evidence of insurability

**Target Prospects**

Employees in full time, white-collar occupations are eligible for FOCUS 10 Life coverage. Sales success has been experienced in a variety of industries, including:

Industry	Business
Legal	Law firm partners, associates and other staff
Building/Construction	Architecture, engineering firms
Medical Services	Hospitals, medical practices including specialties such as radiologists, anesthesiologists, cardiologists, etc.
Financial Services	Accounting firms, banks, stock brokerage firms, insurance agencies and investment firms
Service	Advertising, hotels, casinos, grocery store chains, call centers and real estate agencies

FOCUS 10 Life can be used to cover a carved out group of executives, management or sales employees within “blue-collar” industries.

**When looking for prospects to benefit from FOCUS 10 Life consider employers who:**

- Have life insurance benefits of two, three, four or even more times salary
- Have a cap on existing coverage limiting benefits for high earners
- Have employer-paid, under performing universal or variable universal life insurance policies
- Have plans with age based benefit reductions effecting key employees
- Are facing rate increases
- Need key person or buy-sell coverage on a simplified basis

## uses of FOCUS 10 Life

FOCUS 10 Life individual policies can be owned by the employer, the insured or a third party. FOCUS 10 Life coverage can be used to meet a number of business insurance needs.

### **Fringe Benefit**

(Employee owned, employee chooses beneficiary)

FOCUS 10 Life is an excellent way to provide a fringe benefit to valued employees. The employee names his or her own personal beneficiary.

Advantages of FOCUS 10 Life over Group Term Life:

- Price remains constant for 10 years
- Benefits can increase to match increasing salaries
- No age-based benefit reductions
- Portable at same cost upon termination
- Convertible to permanent insurance without proof of insurability

Ways to use FOCUS 10 Life with existing Group Term Life

- Carveout:
  - Replace Group Term coverage for key employees
  - Lowers the risk for the remaining group and can lower group term costs
- Stacking:
  - Allows the same base benefit for all employees
  - Maximizes benefits for key employees by providing additional coverage on top of group term benefits

### **Buy-Sell Funding\***

A Buy-Sell agreement is a legally binding document that stipulates what will happen to a business when a business owner or partner becomes disabled, dies, retires or decides to sell his or her interest in the company.

For Buy-Sell funding with life insurance, the business entity may be both the owner and beneficiary of the policy. Upon the death of an owner, the company uses the life insurance proceeds to purchase the interest of the deceased owner, as stipulated by the Buy-Sell Agreement.

FOCUS 10 Life Insurance can be an ideal vehicle for funding a Buy-Sell Agreement. A significant amount a life insurance can be acquired on a simplified issue basis.

### **Key Person Life Insurance\***

The untimely death of a key person—such as an owner, partner, or executive—often has a significant impact on a business. Replacing the expertise and knowledge of an essential individual can take time and money—and may even jeopardize the continuity of the business. Key person life insurance can help the transition.

The business entity is the owner and the beneficiary of each policy and will receive the entire death benefit. FOCUS 10 Life makes it easy for an employer to acquire life insurance policies on the lives of key executives.

**Multiple Situations  
Addressed by a  
Single Product\***

For example, a firm can design a plan to provide buy-sell funding for two partners while at the same time providing key person coverage on ten managers and a fringe benefit for the remaining eligible employees. FOCUS 10 Life can address a number of the situations you encounter.

\* Under Internal Revenue Code section 101(j), for the death benefit of a life insurance policy to be excluded from the business' income, the employee must be given notice of the policy and consent to be insured by the employer. This notice and consent is in addition to any notice provided on the life insurance application and must be signed by the employee prior to issuance of the policy. Also, see IRS Form 8925 Report of Employer-Owned Life Insurance Contracts.

## policy design: fixed vs. flexible

	Fixed Design	Flexible Design
<b>Number of Covered Lives</b>	10 to 19	20 or more
<b>Available Face Amounts</b>	\$100,000 or \$150,000	Up to \$1.5 million (the more lives covered, the more coverage available)
<b>Billing Modes</b>	Calendar Quarterly	Monthly
<b>Reporting of Additions/ Terminations</b>	Monthly	Monthly
<b>Policy Design Guidelines</b>	<ul style="list-style-type: none"> <li>• \$100,000 or \$150,000</li> <li>• Face Weighted Average Age = 50.00 or less**</li> <li>• Maximum Issue Age: 70 at nearest birthday</li> </ul>	<ul style="list-style-type: none"> <li>• # of covered lives x \$20,000 equals the maximum benefit, to \$1.5 million** ex: 50 covered lives x \$20K = \$1M top benefit</li> <li>• Face Weighted Average Age = 50.00 or less**</li> <li>• Maximum Issue Age: 70 at nearest birthday</li> <li>• Maximum Benefit Multiple Between Classes = 2.5**</li> </ul>

\*\* Exceptions allowed with prior approval.

All cases must be approved by Ameritas®.



## **requesting a quote**

To obtain a quote, prepare an employee census with the employer's name, home office address, and employee information including:

- Name (not required)
- Date of birth
- Gender (product is unisex but gender will appear on quote)
- Tobacco status, if known. If unknown, all are considered non-tobacco, for quoting purposes.
- Benefit amount or salary and benefit formula

Then email the employee census, preferably in Microsoft Excel, to Mike Welsh at [mwelsh@focus10life.com](mailto:mwelsh@focus10life.com). Please contact Focus 10 Life, Inc. at 1-860-659-9711 with any questions.

The policies are issued by and backed by the claims paying ability of Ameritas Life Insurance Corp. or by Ameritas Life Insurance Corp. of New York.



Ameritas Life Insurance Corp. issues policies (on form 3011 and form 3011 F10 FL) 3011 and form 3011 F10 FL in approved states. Ameritas Life Insurance Corp. of New York issues policies (on form 5011) in New York. Policy and riders may vary and may not be available in all states.

Focus 10 Life, Inc. is an independent third party administrator and is not affiliated with Ameritas Life Insurance Corp. or Ameritas Life Insurance Corp. of New York.

This information is provided by Ameritas®, which is a marketing name for subsidiaries of Ameritas Mutual Holding Company, including, but not limited to: Ameritas Life Insurance Corp., 5900 O Street, Lincoln, Nebraska 68510; Ameritas Life Insurance Corp. of New York, (licensed in New York) 1350 Broadway, Suite 2201, New York, New York 10018; and Ameritas Investment Corp, member FINRA/SIPC. Each company is solely responsible for its own financial condition and contractual obligations. For more information about Ameritas®, visit [ameritas.com](http://ameritas.com).

Ameritas® and the bison design are registered service marks of Ameritas Life Insurance Corp. Fulfilling life® is a registered service mark of affiliate Ameritas Holding Company. FOCUS 10 Life® is a registered service mark of Focus 10 Life, Inc. and has been licensed for use by Ameritas Life Insurance Corp. and Ameritas Life Insurance Corp. of New York.

© 2015 Ameritas Mutual Holding Company

For Producer use only. Not for use with clients.