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May Is Disability Insurance Awareness Month

Think about it. All of your clients' plans for the future - from buying a home, to putting their kids through college, to building a retirement nest egg - are based on the assumption they will continue to earn a paycheck until they retire. But what happens if those paychecks suddenly stop if they are unable to work because of illness or injury?

- ♦ 27% of American say they would have difficulty financially supporting themselves immediately following a disability; 74% say they would face financial trouble within six months.
- ♦ Almost three in ten of today's 20 year olds will become disabled before reaching age 67.
- ♦ 43% of all people will have a long-term disability event prior to age 65.
- ♦ The average long-term disability absence lasts 31.6 months.
- ♦ 69% of the private sector workforce has no long-term disability insurance.
- ♦ The number of disabled workers in America has risen by 35% since 2000.

When your clients have individual disability income insurance, they will receive a monthly benefit that is based on their salary and bonus income. Should they change jobs, their disability insurance coverage remains intact - even if their duties change or they lose their job - as long as they continue with their scheduled premium payments.

Talk to your clients about income protection.

A disability can happen to anyone...at anytime; grow your business with individual disability insurance.

For more information visit <https://disabilitycanhappen.org>.

Tips To Survive And Thrive Working From Home

Routines, we take them for granted. At times, we resent them. We take vacations to break our routine. Despite the love/hate relationship with routines, they organize our days and actually contribute to our overall sense of control as well as emotional and physical wellbeing.

Work is the most defining routine in an adult's daily life. The COVID-19 pandemic has introduced unprecedented disruption and uncertainty into our lives by forcing countless employees to telework from home.

Here are tips for working well at home.

- ♦ **Set a Daily Schedule.** Get up at your “regular” time, partition the day, beginning, and ending the day just as you might when going to work. Setting and keeping a schedule contributes to a sense of order, normalcy, and personal control while managing uncertainty.
- ♦ **Maintain Your Personal & Professional Self.** Maintaining a routine of personal care is not just about physical health, it is about creating a structure that gives you a sense of control in a time of uncertainty - get up, make your bed and get dressed and prepared as you normally would for work.
- ♦ **Define a Workspace.** Working at home does not mean that you should choose your favorite comfy chair or take up the kitchen table with your projects putting your work at the center of the lives of your family. Reach a consensus defining workspaces - your office at home. It may be a corner, a side table, or for some, a separate room. And when your workday is done, close the door.
- ♦ **Set Daily Work Objectives.** Flexible work is not just about working from home, for many, it means newfound freedom to set work objectives. Research suggests that our level of life satisfaction and reducing burnout is often correlated to what we can achieve daily, not in the long-term, but everyday.
- ♦ **Switch Off.** It is important that working from home does not mean 24/7 work. Switching off and ensuring adequate downtime is critical not just to your own mental and physical wellbeing but to maintaining healthy relationships with your partner, spouse, and children.
- ♦ **Eat, But Eat Healthy.** Working from home may reduce time in traffic on certain days, it also increases waistlines. Studies indicate that working at home promotes us to grazing - after all the refrigerator is always there. Eating well at home, combined with regular exercise is critical to physical health as well as reducing anxiety in the face of COVID-19.
- ♦ **Move, Move Often.** Social distancing and working from home can make it easier to be sedentary. Make a point of standing and moving when you can. For example, stand during phone calls, and walk around, if possible. And, try to do more than move - exercise. Vigorous exercise is not just good for you physically but vitally important to managing stress and anxiety.

**In this uncertain time, you can be certain that Cenco remains here to serve you.
Wishing you and your family good health!**

4 Ways Standard's BIR Can Help You Sell Now

Standard's Platinum Advantage's Benefit Increase Rider is a no-cost rider that lets policyowners apply for more coverage every three years with no medical information. It's automatically added to all eligible policies. Here are four ways the BIR can help you sell - all the time and during the COVID-19 pandemic:

- **Applicants can buy policies that meet their current needs with the option to increase coverage later through the BIR.** Standard will issue the BIR to eligible applicants age 50 or younger who accept 75% or more of the maximum benefit amount they qualify for. Policyowners can apply to increase their coverage every three years. They can apply earlier if they have a 30% increase in income or involuntarily lose their group Long Term Disability insurance.

Temporary COVID-19 accommodation: Standard is reducing the 75% requirement to 50%. Eligible applicants who sign the application on or before May 31, 2020, can accept 50% or more of the maximum benefit amount they qualify for to add the BIR to their policies.

- **BIR option dates give you a reason to stay in touch.** Every three years, clients who are age 55 and younger can apply to raise monthly benefits and renew the rider for another option period. This gives you a recurring reason to stay in touch with clients and potentially uncover new opportunities as their needs evolve.

Temporary COVID-19 accommodation: To keep the BIR active on the policy, the policyowner is required to apply for an increase during the option period and accept 50% of the maximum increase amount they would qualify for. Standard is waiving these requirements - and automatically renewing the BIR - for policies with BIR option dates from March 1 to May 31, 2020. Share the good news!

- **It's a win-win for you and your clients.** Your clients can make sure their coverage will keep pace with their salary growth. Plus, you gain from any premium increases when they do increase coverage.
- **Standard supports you.** The Standard helps you make sure the BIR runs smoothly. They alert producers to upcoming BIRs. And they send a letter and short application to policyowners 60 days before their option date. This is just one of the ways they help you continue to provide excellent service to your clients.

For more information contact Cenco at 916/920-5251.

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*HELPING AGENTS
SUCCEED.....IS
OUR BUSINESS!*

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www.cencoinsurance.com

*May
2020*

**Global Atlantic's
Additional
Insurance Program!
Details Inside!**

**Non-Medical Underwriting On
QoL Max Accumulator+**

- Ages 0-50
- Face amounts \$50K to \$499,999
- No lab tests, physical exam or APS required for proposed insured
- All rate classes are available
- Faster processing times using the iGO eApplication, leads to faster commissions for the agent

***The Definitive
Marketing
Publication
For Life &
Disability
Insurance***

For Your Information...

Check out the new **QoL Master Playbook** on the website aig.com/QoLMasterPlaybook.
Everything you need is here!

- ♦ QoL Producer Website
- ♦ QoL Training Playbook
- ♦ QoL IUL Playbook
- ♦ QoL Term Conversion Playbook
- ♦ And more.....



Global Atlantic's Additional Insurance Program

Do you have clients who recently obtained permanent life insurance, but now have a need for extra coverage? With Global Atlantic's Additional Insurance Program, your clients may be eligible for additional coverage with limited or no additional underwriting.

Who is eligible?

Clients who have been fully underwritten at Standard or better (Tobacco or Non-Tobacco) rates from an approved carrier within the last 3 years. Accordia Life policies are also eligible.

Which products qualify?

All individual, permanent products:

- Lifetime Builder ELITE
- Lifetime Foundation ELITE

Eligibility

Maximum issue age: 65

Minimum policy size: \$100,000

Maximum face amount: \$1,000,000

Total face amount considered will be the lesser of the amount of the other policy, \$1 million or our remaining retention.

Rate Class

- Standard Non Tobacco, Preferred Non Tobacco, Premier Non Tobacco
- Standard Tobacco, Preferred Tobacco (Accordia Life's tobacco guidelines will apply)
- Substandard classes not available

Foreign national applicants are excluded

Riders available: Terminal Illness, Chronic & Critical Illness, Wellness for Life®

Requirements

- Use of program to be clearly identified on cover letter or agent report
- Accordia Life application with all sections completed

- Required application support forms:

- o Terminal illness disclosure
- o HIPAA (Authorization & Acknowledgement)
- o Agent/Producer report

- Other forms if applicable:

- o Chronic & Critical Illness Disclosure
- o Replacement Form
- o EFT authorization
- o Strategy Allocation
- o Conditional Receipt

- Disclosure Notice to Proposed Insured to be given to the proposed insured by the agent or through the e-application process
- Illustration requirements will apply
- Face page of prior policy showing the insured's name, the face amount, issue date and approved class

Additional Program Details

- Please note that this is not intended to encourage replacement transactions.
- Underwriter will review for inclusion in program and may waive exam requirements
- Underwriting financial guidelines will apply
- If eligible, Accordia application will be approved at a class that closely matches prior policy
- If there has been a change of health identified through review of the evidence collected as part of the program, the underwriter may request additional requirements as needed
- Allow normal backdating

NEED HELP?

globalatlanticlife.com

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salesupport@gafg.com

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Accelerated Access Rider is not available in California.

Products issued by and all policy benefits are the responsibility of Accordia Life and Annuity Company, 215 10th Street, Des Moines, Iowa. Policy forms ICC17-IULA-L19, IULA-L19, ICC17-IULC-C18, IULC-C18. Rider Form ICC13-LTABR-E14, LTABR-E14, ICC16-LCCABR2-I16, LCCABR2-I16, ULWFL-E14

life and DI combo sales sales strategy

With a disabling injury occurring in the US every 1 second¹, how can you afford not to offer disability income insurance to your clients? Not only would a disability affect their financial plan, but if they aren't able to pay their premiums, how will that affect your financial plan?

Protect Your Sales With One Application

If you had a client come to you wanting to put a plan in place to protect their family's financial future, would disability income insurance be a part of that conversation? Many people are unaware of the danger that they may become disabled, or of the resulting loss of income they may suffer due to a prolonged disability. As a result, disability income insurance is often overlooked.

The truth is, only 18% of consumers recall being approached about buying disability insurance—less than half as many as those being approached for life insurance². Life insurance is one of the easier products to sell because most people view it as a necessity and understand its concept and benefits. While it may be difficult to initiate a conversation about disability income insurance, insuring against premature death and disability are equally important parts of safeguarding a family's future.

One way to make the process easier is by offering the Life and DI Limited Underwriting Program. Through this program you can:

- Obtain up to \$300,000 in life insurance for your client
- Replace up to 60% of your client's income in the event of disability
- Sell both products with one application
- Sell both products with reduced underwriting—no exam or lab work is required

You can also make the process more affordable by using the 2% Strategy. Some clients may object to having both policies, thinking it is more than they can afford. The 2% Strategy bases the premiums paid for both policies on just 2% of your client's current gross income.

The Facts Speak For Themselves

Look at a typical female, age 35. She's 5'4", 125 pounds and a non-smoker who leads a healthy lifestyle. She has worked as a graphic designer for three years and earns just over \$75,000 per year. She has the following risks³:

- A 24% chance of becoming disabled for 3 months or longer during her working career
- A 38% chance that the disability would last 5 years or longer
- The average disability for someone like her lasts 82 months

Use the Life and DI Limited Underwriting Program to cover all of her future income risks. As a Preferred NT for life and a 5A occupational class for DI, earning \$75,000, she may get⁴:

- 10 year term life insurance with a \$250,000 death benefit = a monthly premium of \$12.92
- Guaranteed Renewable DI insurance with a \$3,900 per month benefit⁵ = a monthly premium of \$110.54

Her annual premiums would equal \$1,481.52, or 2.0% of her annual gross income.



Now take a typical male, age 35. He's 5'10", 170 pounds and a non-smoker who leads a healthy lifestyle. He has worked as a Systems Analyst for several years and earns just over \$75,000. He has the following risks³:

- A 21% chance of becoming disabled for 3 months or longer during his working career
- A 38% chance that the disability would last 5 years or longer
- The average disability for someone like him lasts 82 months

Again, the Life and DI Limited Underwriting Program can protect him from future income risks. As a Preferred NT for life and a 5A occupational class for DI, earning \$75,000, he may get⁴:

- 10 year term life insurance with a \$250,000 death benefit = a monthly premium of \$13.78
- Guaranteed Renewable DI insurance with a \$3,900 per month benefit⁵ = a monthly premium of \$62.55

His annual premiums would equal \$915.96, or 1.2% of his annual gross income.

Help is Just a Phone Call Away

Despite the fact that more than 70% of American households rely on two incomes to make ends meet, only 26% of Americans have any type of disability insurance.⁶ Considering that disability is more common than most people realize—in the last 10 minutes, 498 Americans became disabled⁷—it is imperative that you initiate a conversation with your clients about the importance of income protection.

Your Ameritas Sales Development Team, 800-319-6903, option 1, is available to answer your questions and discuss how to meet all of your clients' protection needs.

Target Market

Your prospects will tend to be relatively young professionals, executives or business owners earning an average of \$65,000 in income. They will usually have limited discretionary income and savings and most likely live from paycheck to paycheck.



¹ National Safety Council, Injury Facts 2008 Ed

² Facts from LIMRA May 2010 Multimedia Fact Sheet, based on findings from LIMRA's life insurance consumer studies.

³ Source: http://www.disabilitycanhappen.org/chances_disability/disability_stats.asp

⁴ Premiums are based on 1/1/2012 rates and are subject to change.

⁵ Coverage includes: Guaranteed Renewable DI insurance with a \$3,900 per month benefit (base plus Social Insurance Substitute Rider), 90 day Elimination Period, Benefits Payable for 10 years, Enhanced Residual rider, Future Increase Option rider for \$2200, and Automatic Increase Rider. Disability is defined as Own Occupation for the length of the benefit period.

⁶ Facts from LIMRA May 2010 Multimedia Fact Sheet, based on findings from LIMRA's life insurance consumer studies.

⁷ National Safety Council, Injury Facts 2008 Ed.

The Life and DI Limited Underwriting Program is not available in California. Life insurance products and disability income products are issued by Ameritas Life Insurance Corp. in approved states. In New York, Life insurance products and Disability Income products are issued by Ameritas Life Insurance Corp. of New York.

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Approved Additional Insurance Program Carriers

Accordia Life and Annuity Company	Lincoln National Life Insurance Company
AIG Life Insurance Company	Lutheran Brotherhood
Allianz Life Insurance Company of North America	Massachusetts Mutual Life Insurance Company
Allstate Life Insurance Company	Metropolitan Life Insurance Company
American National	Merrill Lynch Life Insurance Company
American United Life	Midland National Life
Americo	Minnesota Life
Ameritas Life Insurance Company	Monumental Life Insurance Company
Assurity Life	National Life of Vermont
Axa Financial	National Life Insurance Company
Banner Life Insurance Company	New England Life Insurance Company
Berkshire Life	New York Life Insurance Company
Canada Life Insurance Company	No. American Co. for Life and Health Insurance
Clarica	Northwestern Mutual Life Insurance Company
Cincinnati Life	Ohio National
Connecticut General Life Insurance Company	Pacific Life Insurance Company
Farmers New World Life Insurance Company	Penn Mutual Life Insurance Company
Fidelity and Guaranty Life Insurance Company	Phoenix Life Insurance Company
First Great-West Life & Annuity Insurance Company	Principal Life Insurance Company
First Penn Pacific Life Insurance Company	Protective Life Insurance Company
Franklin Life Insurance Company	Prudential Insurance Company of America
GE Capital Life Insurance Company	Reliastar
General American Life Insurance Company	State Farm Life Insurance Company
Genworth Life Insurance Company	Savings Bank Life Insurance - MA
Great West Life & Annuity Insurance Company	Transamerica Life Insurance Company
Guardian Life Insurance Company	USAA Life Insurance Company
John Hancock Life Insurance Company	Voya Financial
Kansas City Life	West Coast Life Insurance Company
Lafayette Life Insurance Company	Woodmen of the World
Lincoln Benefit Life Insurance Company	Zurich Kemper Life Insurance Company