



**MetLife**

# MetLife's New DI Term Premium Conversion Rider

## Agenda



- Opportunity
- Rider Overview
- Illustrations
- Competition
- Sales Ideas
- Marketing Materials

## Opportunity For Producers



- Increase ***Number of DI Sellers*** by Creating Pricing and Product Concept That is Similar to Life Insurance
- Increase ***Number of DI Buyers***
  - Clients of Term Life sellers not currently being shown DI due to unfamiliarity with product/pricing features
  - Clients not being shown DI at all due to price
  - Clients who understand the need for DI and are shown illustrations - but can't afford level premiums offered

## Opportunity For Clients



- MetLife is First to Market with 5, 10, 15 and 20 Year Level Term Premium Periods
  - Rest of market at 1-year Term (ARDI)
- Reach Clients Initially “Priced Out” of DI policy
- Blend Premiums to Meet Client’s Budget Constraints
- Enhanced Competitiveness of Premiums

## Rider Overview

<b>Policy Availability</b>	OMNI Essential, Select, Advantage (Not available with Lifetime)
<b>Issue Ages</b>	18-50 (Issue Age + Term Period must be less than 55)
<b>Occupational Classes</b>	B, A, 2A, 3A, 4A, 4M, 5I, 5D, 5S, 5A, 6S
<b>Term Premium Periods</b>	1, 5, 10, 15 and 20-Year Level Term Premium Periods available
<b>Issue and Participation Limits</b>	Standard Issue and Participation Limits Apply
<b>Conversion Privileges</b>	Fully Convertible to a Level Premium on Any Policy Anniversary Before Age 56
<b>Minimum Benefit Amount</b>	\$300
<b>Benefit Split</b>	All or Part of Total Disability Premium Can be Paid with Term Premiums

**Eliminates need for multiple policies**

**No additional or new policies required upon conversion**

## Rider Overview



- Rider Provides Ultimate Premium Flexibility....
- Example\*: Client is Eligible for \$5,000 Total Disability Benefit
  - \$2,500 Term and \$2,500 Perm; or
  - \$4,000 Term and \$1,000 Perm; or
  - \$5,000 Term and \$0 Perm; or
  - \$1,500 Term and \$3,500 Perm; or.....

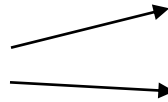
\*Please note that these are some examples for illustration purposes only. The Total Disability benefit can be split in any manner, with the only requirements being that the minimum benefit is \$300/month, in \$50 dollar increments.

## Illustrations

### The Total Disability Benefit Can be Illustrated with:

- 100% Level Premium
- Split Between Term and Level Premium
- 100% Term Premium

Enter Desired Level and Term Monthly Benefit



Cases
Agent: MetLife Agent
Product Class: Individual Disability
Product: Omni Advantage

Client
**Plan Design**
QuickCalcs
Reports

**PREMIUM DESIGN**

Payment Mode: IDI Bank Draft

Premium Type:

Level Benefit  Step

Solve for Premium: \$300 Calculate

**RIDERS**

Optional Rider Design

Cost of Living Adjustment: None

Residual Disability: Basic Residual

Your Occupation / TYO: None

Auto Increase Benefit

Guaranteed Insurability Benefit

Refund of Premium

Presumptive Total Disability

Long Term Care Guaranteed Purchase Option

Catastrophic Disability Benefit CDB Detail

Spousal Disability Benefit SDB Benefit

**BENEFIT DESIGN**

Maximum Benefit Period: Age 65    Elimination Period: 90 Days

Level Monthly Benefit: Benefit Amount: \$300     Lifetime at 45

Term Monthly Benefit: Benefit Amount: \$0    Term Period: 10 Years

Total Monthly Benefit Selected (excl. SI and AMI): \$300.

Base Benefit Range: \$300 - \$1,000.

Additional Monthly Indemnity

Maximum Benefit Amount: \$0

Maximum Benefit Period: Age 65    Elimination Period: 90 Days

OK    Cancel

## Term Premium Rate Overview



- For the 3A - 6S Occupational Classes, Omni Advantage, 90-day Elimination Period, Age 65 Benefit Period with the Residual Disability Rider, Initial Term rates compared to Level Premium Rates are:
  - Between 20 and 45% less than Level Rates for the 1-year Term Premium Period
  - Between 17 and 39% less than Level Rates for the 5-year Term Premium Period
  - Between 15 and 33% less than Level Rates for the 10-year Term Premium Period
  - Between 14 and 26% less than Level Rates for the 15-year Term Premium Period
  - Between 13 and 19% less than Level Rates for the 20-year Term Premium Period

\* The difference in premium is based on the issue age of the client



## Competition



	<b>MetLife</b>	<b>Northwestern Mutual</b>	<b>Berkshire (Guardian)</b>
<b>Annually Renewable Premiums</b>	√	√	√
<b>Term Premiums Available for NC and GR</b>	√	√	
<b>5, 10, 15, 20 Year Term Premiums</b>	√		
<b>Term and Level Premiums Available on Single Policy</b>	√		√
<b>Full MNAD Available on Term Premiums</b>	√		√
<b>Conversion Within Current Policy</b>	√		

## Sales Ideas

- Recent MetLife Life Buyer (within 12 months)
  - 5% discount on IDI policy
  - Can be illustrated with MetWins
  - Applicable medical info must be collected during life underwriting
- Create Multiple Selling Opportunities
  - Sell policy with term premiums
  - Convert premiums when appropriate
- Conversion Letter Campaign
  - Similar to life insurance



## Marketing Materials



- Marketing Material as of November:
- DI Term Premium Conversion Highlights One Pager
- Broker Benefits Bulletin
- Benefits of Insight Promotion
- DI Term Premium e-Mail Campaign (end of Nov)
- DI Term Premium Postcard Mailing

# Questions?

**MetLife**



**For more information  
contact your local Plus Group office**

To find a Plus Group office near you:  
Go to [www.plusgroupus.com](http://www.plusgroupus.com) and click on the agency locator map

**or**

**Call 1(800) 831-1018**

Like most disability income insurance policies, MetLife's policies contain certain exclusions, waiting periods, reductions, limitations and terms for keeping them in force. Ask your representative about costs and complete details.

For policies issued in New York: These policies provide disability income insurance only. They do NOT provide basic hospital, basic medical or major medical insurance as defined by the New York State Insurance Department. The expected benefit ratio for these policies is at least 50%. This ratio is the portion of future premiums that MetLife expects to return as benefits when averaged over all people with the applicable policy.

# MetLife

**Metropolitan Life Insurance Company**

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[www.metlife.com](http://www.metlife.com)

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