



THE PLUS GROUP®

America's Premier Disability Insurance Marketing Organization

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THE PLUS GROUP®

A Historical Perspective

DI Day®

Our Exclusive Forum

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DISABILITY FACTS & TOOLS

From The Council for Disability Awareness

FEATURED PRODUCT HIGHLIGHTS

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Key Person Replacement (KPR) Disability Insurance

Disability Income (DI) Retirement Insurance

FIND THE PLUS GROUP® MEMBER FIRM NEAREST YOU

PREFERRED PARTNER PROGRAM



America's Premier Disability Insurance Marketing Organization

The PLUS GROUP®

The formation of **The Plus Group®** began during the 1990's in response to dramatic changes occurring in the individual disability business at that time. In the two decades prior, many insurance companies had recognized that there was a lucrative market in selling long term disability insurance policies to the young, healthy baby boomers dominating the workforce and therefore began to aggressively compete for these prospects. Producers and their clients started seeing liberalized policy language, dramatically rising Issue & Participation Limits, softening underwriting standards and growing compensation levels. The noncancelable policies of that day often had relatively generous terms, lifetime payouts and built-in cost of living adjustments as well.

The Plus Group® is the nation's premier disability insurance brokerage organization.

But the perfect storm was brewing. Most industry experts agree that the turning point for this niche market came at a time when investment returns began falling due to lower interest rates. This — coupled with poorly underwritten policies and under-pricing in a competitive market — led to a massive number of policies being written with unrealistic expectations. By the mid 1990's, claims on these disability income policies began to increase at the same time interest rates and investment returns began to drop. This storm resulted in the number of insurance carriers

acting as direct manufacturers, as well as reinsurers of the product, to drop significantly from over 200 to less than 30. This exodus created a void in industry education and training; which in turn caused a lack of attention and diminished interest in this product line. Once the clouds had cleared and the dramatic downturn had ended, most of the industry's leadership from the past had vanished.

Built on a foundation of superior personalized service with a local, human touch, **The Plus Group®** was formed in 1998 as an organization dedicated to providing training and disability insurance products to select insurance agents, employee benefit advisors, brokers, CPA's, financial planners and marketing partners. Each of the founding members stood out as a former top sales representative and manager in the disability income industry — intimately involved in sales, training and education to motivate more producers to gain the confidence necessary to sell this product.

Since that time, **The Plus Group®** has become the preferred disability income product and planning resource for thousands of financial and insurance professionals around the country. Each member is a recognized expert in the industry and a marketing leader in their respective communities — dedicated to supporting your efforts and protecting clients against the perils of disability.

DI DAY®

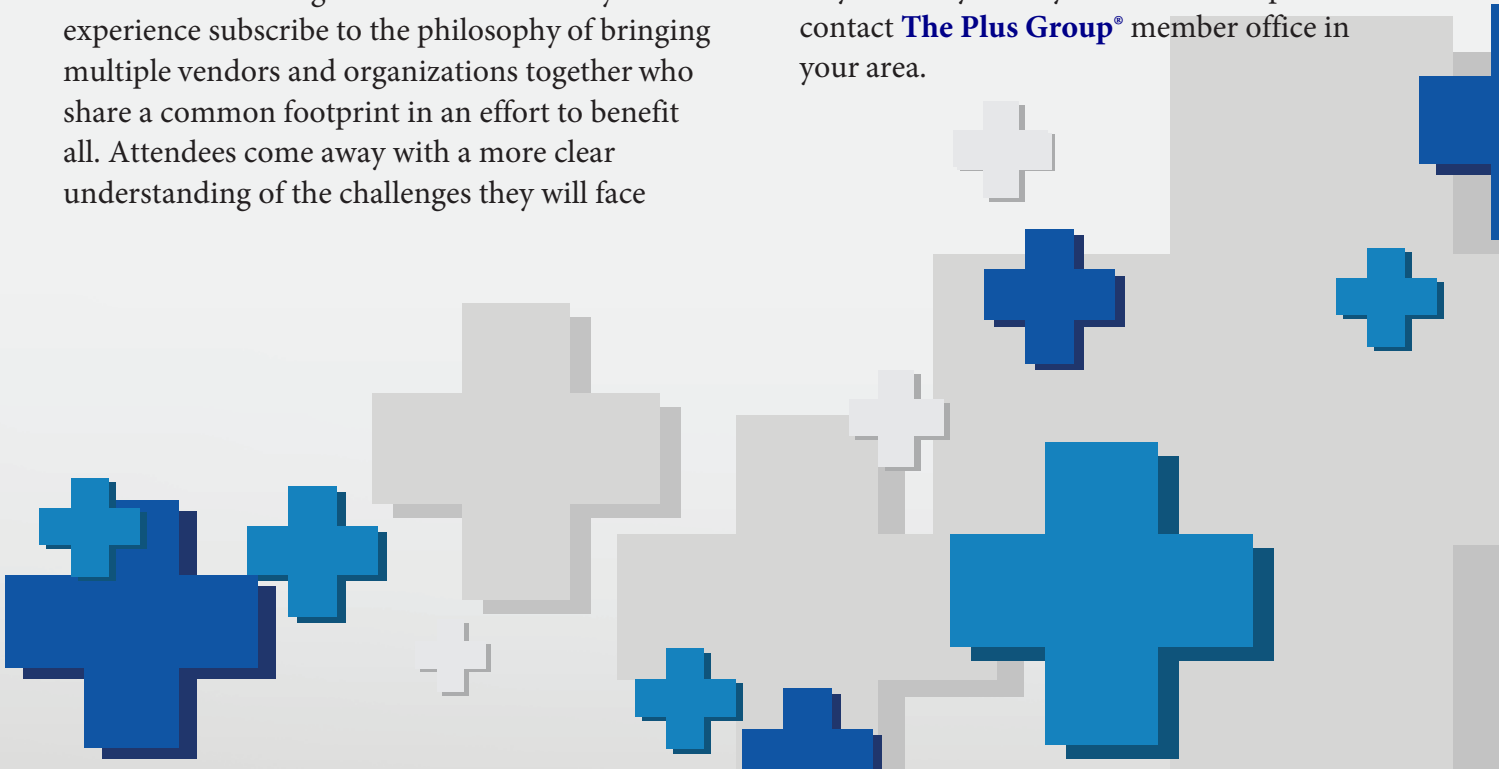
The Plus Group® is committed to providing learning opportunities for financial professionals. This means helping you by sponsoring local and regional training meetings, obtaining existing resources from our Preferred Partners and delivering custom content to your office by experts from one of our many offices around the nation. As part of that commitment, **The Plus Group®** created an exclusive, “grass roots” forum related to the sale of disability insurance products — DI Day®.

DI Day® has taken on many different forms — from abbreviated half-day events to full-day meetings — that include guest experts, carrier executives, actuaries/underwriting consultants and both local and nationally known inspirational speakers who have experienced the effects of a disability. The common denominators of each are EDUCATION, MOTIVATION and INSPIRATION. Organizers of each DI Day® experience subscribe to the philosophy of bringing multiple vendors and organizations together who share a common footprint in an effort to benefit all. Attendees come away with a more clear understanding of the challenges they will face

when selling disability insurance products. With greater knowledge comes greater confidence, as well as a higher motivation to make disability insurance planning the foundation of any sound financial plan.

No other organization in the country has our national scale and local focus. This means we can effectively deliver information coast to coast, either through electronic means, classrooms or in personal settings. **The Plus Group®** is dedicated to superior personalized service and to building long-lasting relationships with disability insurance producers. Adhering to our commitment to provide superior service, we stress the need for quality in every product and program we offer.

For more information about upcoming DI Day® events you may wish to attend, please contact **The Plus Group®** member office in your area.



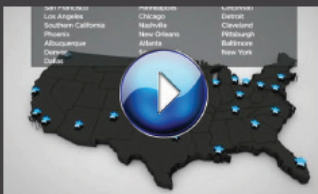
DYNAMIC VIDEO NEWS RELEASES

If you are looking for something that will give you a competitive edge when it comes to your disability insurance marketing and prospecting efforts, these Video News Releases (VNR) might just be what you need!

These solution-based training presentations are designed to become part of your e-mail and viral marketing campaigns. Each high-definition video presentation is approximately 2-3 minutes in length and is hosted by a professional, on-screen personality using simple terminology.

The VNR's contain moving text and other special effects presented in a professional, graphically enhanced manner. They were developed for maximum flexibility and exposure, allowing distribution via DVD, USB Drive and website streaming, and have been imbedded into our national website for your viewing.

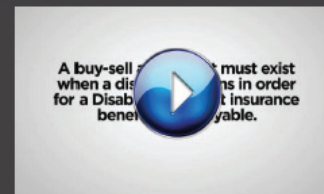
For information on how you can begin utilizing these VNRs as part of your disability insurance sales efforts, please contact **The Plus Group®** member firm in your area.



ABOUT THE PLUS GROUP®
What is The Plus Group® and what can my Partner Firm do for me?



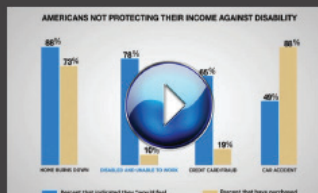
BUSINESS OVERHEAD EXPENSE
Here's a helpful video for you and your business owner clients identifying the need to own 'business interruption' protection.



DISABILITY BUY-OUT
Here's a helpful video for you and your clients demonstrating the importance of funding buy-sell agreements with disability coverage.



INADEQUACIES OF GROUP LONG TERM DISABILITY
Here's a helpful video for you and your clients demonstrating the need for enhancing Group LTD coverage.



GUARANTEED STANDARD ISSUE (GSI)
Here's a helpful video for you and your clients discussing the value of a GSI disability income plan for highly paid employees.



INDIVIDUAL DISABILITY INCOME (IDI)
Here's a helpful video for you and your clients identifying the need to protect 'your most valuable asset'.

DISABILITY FACTS & TOOLS

America's Disability Counter

2,821,359

TOTAL WORKING-AGE
AMERICANS WHO HAVE
EXPERIENCED A DISABLING
INJURY OR ILLNESS:
IN 2017

[Click here for more info](#)

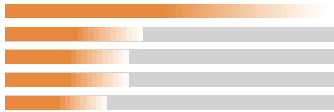


DISABILITY AWARENESS QUIZ

Test your disability
awareness knowledge

**TAKE THE
QUIZ NOW**

FEATURED GRAPH



[View the complete library >](#)

WHAT'S REALLY AT STAKE?

More than most people think. For many workers, the total income they can expect to earn over a career is well into the millions. Don't believe it? Try this earnable Income Quotient (eIQ) tool and calculate the value of your ability to work.



ME, DISABLED?

- Chances of becoming disabled
- Common causes of disability
- Know the facts



AM I PREPARED?

- 5 questions every worker should ask
- Financial impact
- Income/expense review
- Personalize your financial security plan



WHAT'S YOUR PDQ?

Your **Personality Disability Quotient** estimates your chances of becoming disabled.

Thanks to the Council of Disability Awareness (CDA) which is a non-profit organization committed to informing and educating the American public about the widespread and growing frequency of disability, and the financial impact it can have. For more information, please check out their website, www.disabilitycanhappen.org

OVERHEAD EXPENSE (OE) INSURANCE

The Objective

Overhead Expense (OE) insurance reimburses a business owner for business expenses incurred during a disability. The policy is ideal for owners of small to medium-sized businesses whose personal service is critical to the continued earning of business income.

Unlike individual disability income policies, OE policies are reimbursement policies which pay an amount of monthly benefit based on actual expenses incurred, less earned income. Overhead Expense insurance is not a substitute for personal disability income coverage.

Overhead Expense insurance is only available to business owners. An exception is a non-owner who has a legal written document stating responsibility for a percentage of the business expenses. The percentage of total business expenses covered per owner equals the percentage of the owner's interest in the business.

Covered Overhead Expenses

- Rent and lease payments for furniture, equipment and premises
- Utility costs including phone, electricity, heat and water
- Janitorial, security and maintenance services
- Real estate taxes
- Salaries, fees, wages, benefit payments and employment taxes for employees
- Property, liability, malpractice and business insurance premiums
- Professional, trade and association dues and subscriptions
- Accounting, billing, legal, and collection fees
- Miscellaneous office supplies and postage
- Replacement salary expense

1

Policy Basics

- Issue Ages: 18-60
- Elimination (Waiting) Periods: 30, 60 or 90 days
- Benefit Factor: 12, 15, 18, 24 or 30 times
- Maximum number of owners: Eight (8) for fee-for-service businesses; Four (4) for other types of businesses

Available Features

- Future Insurability Option
- Carry Forward Provision
- Residual (Partial Disability)
- Exchange Privilege
- Business Loan Protection

1

Discounts

- Select Occupation
- Multi-life
- Association

Taxation

- Premiums are deductible as a necessary business expense
- Any benefits received are taxable; however, since they must be used for expenses that qualify for federal income tax deduction, the net benefits are virtually tax-free
- Please consult a tax advisor for details.

1 Not all benefits, features and riders are available in all states, to all occupation classes or with all IDI products.

DISABILITY BUY-OUT (DBO) INSURANCE

The Objective

Disability Buy-Out (DBO) insurance helps meet the need of business owners to protect their business in the case of a long-term total disability of one of the owners under a buy-sell agreement. The DBO policy will help provide funding for non-disabled owners to buy the ownership interest of the disabled owner and is designed for full-time professionals and owners of small and medium-sized companies.

The best prospects for DBO are two or more business owners who are full-time, active and key to the continuation of the business. DBO works best for small businesses rather than large ones, where the principals can more easily fill in if another principal becomes disabled.

A buy-sell agreement is not required in order to purchase DBO insurance, but one must be in place at the time of a disability claim. Cross purchase, stock redemption and trusted buy-sell agreements are all eligible.

Policy Basics¹

- Issue Ages: 18-60
- Elimination (Waiting) Periods: 365, 540 or 730 days
- Benefits: Lump sum, monthly installments of 24, 36 or 60 times, or a combination of lump sum and monthly benefits
- Number of Owners: 2 to 10 owners
- Availability: All eligible owners must apply
- Business Interest: Owners must have at least 10 percent ownership interest in the firm

Available Features¹

- Future Insurability Option
- Death Benefit
- Exchange Privilege: Allows the exchange of a current disability buy-out policy for a disability income policy without evidence of medical insurability. This is a real advantage for those who leave the business.
- Transfer Privilege: Allows the insured to transfer to another disability buy-out policy if the first policy terminates because he/she ends employment with the company, but then becomes partner in a new company.
- Professional Fee Reimbursement
- Extended Benefit Option
- Select Occupation
- Association
- Business Owner
- Multi-life
- Resident/Hospital
- Multi-product

Discounts¹

Taxation

- Premiums are not deductible and benefits are income tax-free.
The disabled owner is taxed on the gain from the sale of the business.
- Please consult a tax advisor for details.

¹ Not all benefits, features and riders are available in all states, to all occupation classes or with all IDI products.

KEY PERSON REPLACEMENT (KPR) DISABILITY INSURANCE

The Objective

Key Person Replacement (KPR) disability insurance is an effective way to provide a business with the funds necessary to help handle the loss of a key employee who is critical to the livelihood of the business because of a total disability.

The policy is designed for minority or non-owner employees who are critical to the success of the business. The policy is ideal for small to medium-sized businesses, specifically those with employees who have specialties or experience that is not easily replaced. The employer pays the premium and is the owner of the policy insuring the key employee.

Key Person Replacement coverage provides a lump-sum benefit to the employer with the ability to add on a monthly benefit for a period of time before the lump-sum is paid. Benefits can be used at the employer's discretion. Common uses include covering recruitment costs, temporary staffing needs and revenue replacement. Benefits cannot be assigned to the disabled key employee.

Guidelines for Determining Who is a Key Person

- Is critical to the livelihood of the business and is actively working full time
(Works at least 30 hours a week in a key person position and has held that position for at least 12 months. Employee can only be insured as a key person under one business entity.)
- Does not own more than 50% of the business *(If the insured is an owner, the business must be in operation for at least one year for fee-for-service businesses and three years for others.)*
- Is highly paid *(minimum income required is \$30,000/year)*
- Cannot be a government or seasonal employee

Policy Basics¹

- Issue Ages: 18-55
- Elimination (Waiting) Periods: 180, 365 or 730 days
- Monthly Benefit Elimination (Waiting) Periods: 90 or 180 days

Issue Limits¹

- Lump-Sum: Maximum benefit based on calculation of two times the key employee's earned income, up to \$500,000. Minimum of \$5,000.
- Combination of Monthly and Lump-Sum: Up to \$500,000 total
 - Monthly: up to \$20,000/month
 - Lump-Sum: benefit based on calculation of two times the key employee's earned income minus the maximum monthly benefit times the benefit period (in months). Minimum of \$5,000.

Exceptions¹

Key Person Replacement coverage for majority business owners and/or higher issue limits is available through certain excess markets

Discounts¹

- Select Occupation

Taxation

- Premiums are not deductible and benefits are income tax-free.
- Please consult a tax advisor for details.

¹ Not all benefits, features and riders are available in all states, to all occupation classes or with all IDI products.

DISABILITY INCOME (DI) RETIREMENT INSURANCE

The Objective

DI Retirement Security provides an effective way to continue saving for retirement in the event of a disability. When someone becomes too sick or hurt to work, most likely contributions to their 401(k) – and employer matches – or other qualified retirement savings plans will stop. This impacts the amount of funds available at retirement.

With a DI Retirement Security product, benefit amounts are paid directly to an irrevocable trust where a Trustee invests the benefits on the insured's behalf until the end of the benefit period. The insured's investment style and risk tolerance determines the allocation model used by the Trustee. At the end of the benefit period, the insured would then begin receiving retirement payments from the trust.

Policy Basics ¹

- Issue Ages: 18-60
- Elimination (Waiting) Periods: 180 or 365 days
- Benefit Periods: to age 65 or to age 67

Issue Limits ¹

- Maximum policy benefit (individually paid or a bonus from an employer): *The lesser of 15 percent of annual earned income or \$4,225/month (includes a \$50/month trust administration fee)*
- Maximum policy benefit (employer paid): *The lesser of 19 percent of annual earned income or \$5,425/month (includes a \$50/month trust administration fee)*
- Maximum amounts are subject to change each year based on current IRS Defined Contribution Guidelines
- Minimum policy benefit: \$1,000/month

Miscellaneous ¹

- Maximum Issue & Participation (I&P) Limits are not impacted by the DI Retirement Security policy
- Benefit amounts issued are not tied to a specific employee or employer contribution
- The employee is not required to provide proof of an existing qualified retirement plan to be eligible for DI Retirement Security

Discounts ¹

- Select Occupation
- Multi-life
- Association

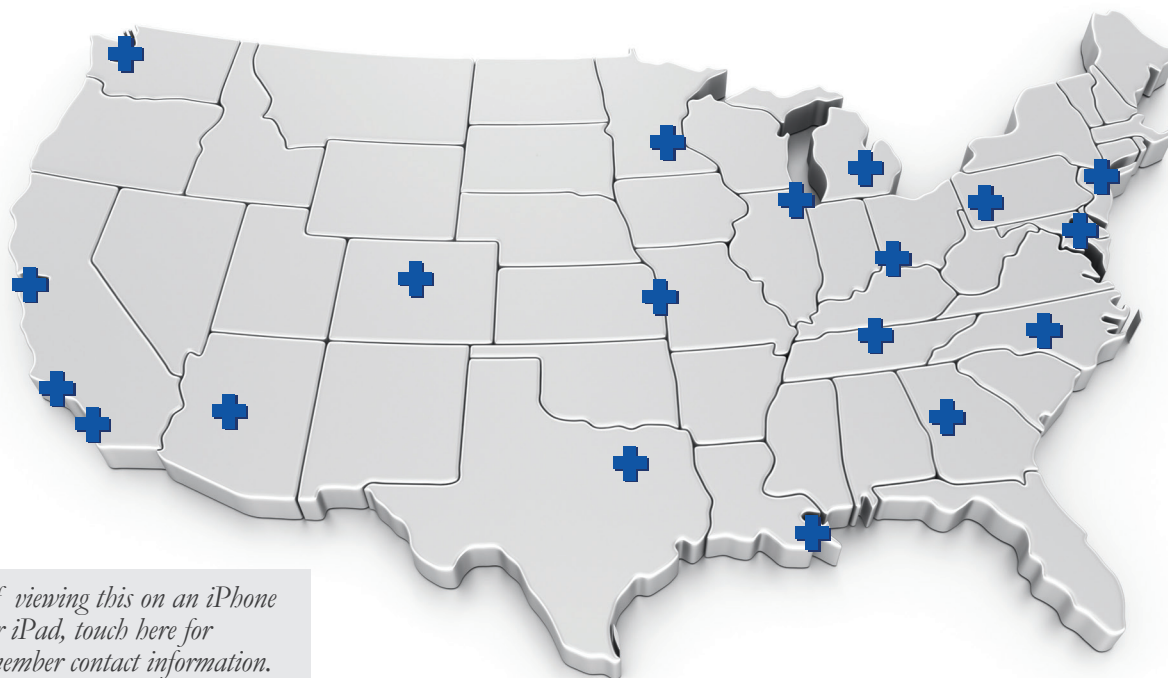
Taxation

- Benefits are income tax-free when premiums are paid by the insured with after-tax dollars
- Benefits are taxable when premiums are paid by an employer with before-tax dollars
- Trust earnings are taxable annually to the insured and declared on his/her tax return each year, unless benefits are invested in a tax-deferred annuity
- Earnings from the Trust are reinvested within the Trust
- Please consult a tax advisor for details.

¹ Not all benefits, features and riders are available in all states, to all occupation classes or with all IDI products.

The Plus Group®

MEMBER FIRM LOCATIONS



*If viewing this on an iPhone
or iPad, touch here for
member contact information.*

The Plus Group® is the nation's premier disability insurance brokerage organization delivering education, product and service from coast to coast. Each Member Firm boasts on average more than 40 years of disability sales experience, pairing top experts with the top disability income insurance carriers. This unique organization provides you with unequaled access to disability solutions, ultimately offering the ability to deliver at the local level, where it matters most!

*The following insurance carriers
enjoy a unique relationship with
The Plus Group® through our*
**PREFERRED PARTNER
PROGRAM:**

Assurity Life Insurance Company
Illinois Mutual Life Insurance Company
MassMutual
Mutual of Omaha
Petersen International Underwriters (Lloyd's of London Cover Holder)
Principal Financial Group
RISK Insurance
The Standard Insurance Company

PREFERRED PARTNER PROGRAM... + NOW THAT'S A PLUS!

FOR DETAILS ON OUR PREFERRED PARTNER PROGRAM,
PLEASE CONTACT US AT **855.PLUSGRP** (855.758.7477)



THE PLUS GROUP®

An affiliation with your local Member Firm of The Plus Group® will benefit you in the following ways:

A One-Stop, Local Brokerage Agency
A Wide Range of Disability Insurance Products
Value-Added Sales and Marketing Support
A Selection of the Highest Rated Insurance Carriers

Highly Competitive Compensation
Skilled Master General Agents & Staff
Large Case Underwriting & Design Expertise
Customized Policy Analysis & Comparison

+ NOW THAT'S A PLUS!

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