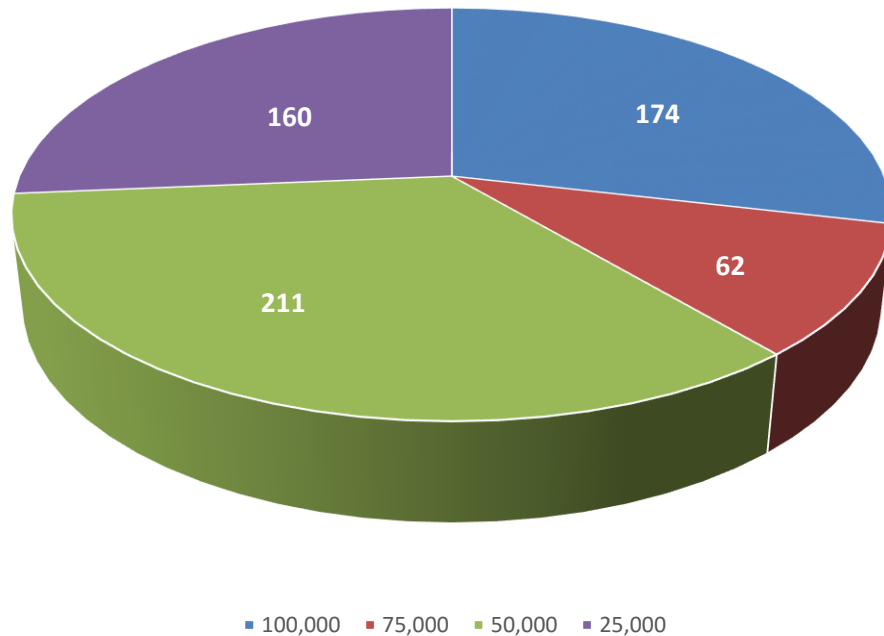


Case Study: 100% Voluntary Long-Term Care Insurance Enrollment

About the Client	Enrollment By the Numbers
<p>Industry: Security Technology</p> <p>Eligible Employees: 17,671</p> <p>Average Age: 40</p> <p>Average Salary: \$52,655</p> <p>Background:</p> <ul style="list-style-type: none">▪ National company based in Florida▪ Split amount of office based staff and employees in the field <p>Solution:</p> <ul style="list-style-type: none">▪ Implemented a voluntary group Life with LTC Rider plan▪ Guaranteed issue availability for employees and spouses▪ Affordable Long-Term Care benefits for various financial situations	<p>Enrollment Period: 4 weeks</p> <p>Number of Applications: 607</p> <p>Total Submitted Premium: \$679,111.68</p> <p>1st Year Broker Compensation \$203,733</p> <p>Enrollment Communication: 8 customized emails Live webinars Online enrollment Live chat Call center support (w2 salaried) On demand educational videos</p> <p>Inbound Email Inquiries: 42</p> <p>Inbound Calls: 372</p> <p>Webinar Attendees 219</p> <p>Key Factors: Off-cycle enrollment Embraced our best practices enrollment and communication campaign</p>

Case Study: Life with Long-Term Care – What was the most popular?

Life Insurance Amounts Selected



About the Product

Plan Detail:

- Universal Life Insurance

Riders Included:

- Long-Term Care
- Extension of Benefit

Long-Term Care Benefits:

- Monthly - 4% of Death Benefit
- Total - 2x the total Death Benefit

Average Cost:

- Monthly: \$93.23
- Annual: \$1,118.76

Number of Enrollees:

- 607 Enrolled