

Income Protection

Seller's Guide



Help to fill the vital need for income protection among the millions of people living paycheck to paycheck with Income Protection Individual Disability Income Insurance. Weekly benefit payments, options for both Accident & Sickness and Accident-Only¹ coverage, and shorter elimination periods to pay out faster make it a great fit for many middle market clients. Plus, you can speed your sales with a fast, digital-first process featuring instant decision.

As a longtime leader in the disability insurance space and one of just a few carriers offering short-term DI, our expertise can help you cover more clients and close sales easier than ever before.

We fit best with clients who...

- ☑ Are 25- to 55-year-old working Americans
- ☑ Have household incomes of \$35,000 to \$150,000
- ☑ May live paycheck to paycheck or have little in savings
- ☑ Are freelance/gig workers, or work middle-income occupations
- ☑ Are non-traditional workers making money from multiple occupations

In this guide:



Words and phrases to know

4



Opportunities in today's market

5



Questions to ask your client

6



Features, facts, fact finder
and prospects

7



Underwriting made easy

12



Tools to help you sell

13



Tips for closing the sale

14

Words and phrases to know



If you're new to selling income protection, there are a few terms you should know to begin. A complete list of definitions can be found in the Income Protection Product Guide on AssureLINK.

Elimination Period

The elimination period (also called waiting period) is the amount of time the insured must be continuously, totally disabled before they are eligible to receive weekly benefits.

Benefit Period

The maximum amount of time any combination of total disability or partial disability weekly benefits are paid while the insured is totally disabled — a longer benefit period will result in a higher cost of coverage, and vice versa.

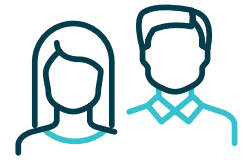
Occupation Class

A group of jobs with similar duties and risks that affect coverage and rates.

Own Occupation Definition of Disability²

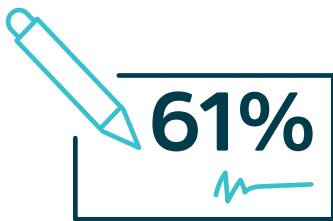
Assurity defines a total disability for the first year of disability as the inability to work at the insured's regular occupation at the time disability begins, even if the insured still might be able to work at another occupation. After the first year, Own Occupation is considered an occupation which fits them by education, training or experience.

Opportunities in today's market



Income protection is vital for anyone who draws a paycheck – but for certain target markets, like those with little savings, those with multiple occupations or freelance workers, it's even more important. Consider middle-market jobs and people living paycheck-to-paycheck as prospects for income protection sales.

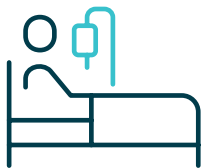
Consider these facts:



of Americans live **paycheck to paycheck**³

More than 2/3rds of Americans

are worried about having enough savings to cover living expenses for a month⁴



Each year, **1 in 20 working Americans** will experience a short-term disability due to injury, illness or pregnancy⁵



3 in 10 adults say they couldn't pay an unexpected \$400 bill without borrowing money or going into debt⁶



The need is real. Each year, working individuals and families are faced with disabilities and often don't have enough in their savings to avoid the financial consequences of time off work. Income protection offers them an affordable, customizable solution by paying a weekly benefit and allowing them to stay on top of their most essential expenses.

Questions to ask your client



Your clients may not have considered income protection, or may believe it's only for long-term disabilities. They might think it's too expensive or not relevant to them. Here are some questions you can ask to start a conversation and encourage them to think about the importance and value of income protection in their own lives.

How long would your savings last if you were unable to work?

What's your largest monthly bill? Could you afford it if you weren't working?

How much of your income do you rely on?

Have you considered that your paycheck is the most important asset you have?

You insure your car and your home – why not your income?

How do you support your family, home and lifestyle?

Features, facts, fact finder and prospects



Arming yourself with information during the sales process is key to your success. Today, most consumers conduct online research before meeting with you. Proving your product knowledge and personalizing each case to meet client needs shows your true value and helps to further gain their trust.

Key Features:

Assurity Income Protection Individual Disability Income Insurance

- **Weekly Benefits** from \$50-\$1,500 (W-2 Employees) or \$50-\$1,000 (Self-Employed)
- Issue ages 18 through 60, age last birthday as of issue date
- **No income verification or medical exams required**
- Accident & Sickness or Accident-Only¹ coverage available
- 13-week¹, 26-week, 1-year and 2-year benefit periods
- Elimination periods from 0-90 days depending on selected coverage and benefit period

Optional Riders

- **Guaranteed Insurability Rider:** Gives you the opportunity to increase your total disability income coverage within a specific time period without going through underwriting again.
- **Return of Premium Rider:** A money-back option to refund some or all of the premiums paid for your policy and optional riders, less any benefits paid, when you cancel or lapse your policy, reach age 65 or die.

Key Facts:

Why People Need Income Protection



1 in 4

of today's 20-year-olds will be out of work due to a disabling condition before they retire⁷

44.3% of consumer bankruptcy filings listed medical-related work loss as a contributing factor⁸

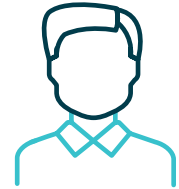


Among the most common causes of short-term DI claims:⁹

- Fractures, sprains and strains of muscles
 - Digestive disorders like hernias
 - Mental health issues
 - Musculoskeletal disorders (including back, spine, knee and hip problems)
-

These facts can be useful information for you and your client. Posting them on social media and offering a way to solve this problem can help you prospect.

Fact Finder: Sales Scenario



Illustrate the true value of income protection with your client.
Here is an example:

**Total Disability
Weekly Benefit**

\$980

Accident & Sickness Coverage

30-day elimination period

1-year benefit period

\$59.¹¹

**Total monthly
premium**

Illustration based on a 33-year-old male with
occupation class 4A. Non-Tobacco

The Freelance Worker

Brent is a 33-year-old web designer who does freelance work for a wide variety of clients. While he makes about \$85,000 annually, he doesn't benefit from any employee-sponsored insurance coverage and needs to fully support himself. He has a small amount in savings and investments, but he's focused on paying off his student loan debt and mortgage.

Recently, Brent's brother became seriously ill and couldn't work for several weeks. This caused Brent to start looking for disability coverage in case he ever couldn't work – he'd still need to stay on top of his debts and expenses even if he wasn't drawing an income.

After speaking to his local insurance professional, Brent finds coverage that's perfect for a freelance worker like him. He chooses **Income Protection Disability Income Insurance with Accident & Sickness coverage**. With underwriting that considers multiple sources of income for freelancers, Brent is eligible for a **weekly benefit amount of \$980**. He chooses a **30-day elimination period** since he can rely on his savings for a short time, and a **benefit period of 1 year**.

Fact Finder: Sales Scenario



Illustrate the true value of income protection with your client.
Here is an example:

Total Disability Weekly Benefit

\$415

Accident Only Coverage¹
14-day elimination period
26-week benefit period
\$8.²²

+

\$250

**Stay-at-Home Spouse
Disability Income Rider¹**
14-day elimination period
26-week benefit period
\$5.¹⁴

\$13.³⁶
**Total monthly
premium**

Illustration based on 30-year-old male with
occupation class 2A. Stay-at-Home Spouse Disability
Income Rider based on 27-year-old female.

The Young Family

Alberto is a 30-year-old married auto mechanic with two young children. His wife stays home to take care of the kids, meaning they have to stretch Alberto's paycheck to make ends meet each month. They have little in the way of savings and, like many Americans, wouldn't be able to stay current with their bills if Alberto was unable to work.

Recently, one of Alberto's coworkers was injured in an accident and couldn't do his job for several months. He and his wife have been worried about what they would do in the same situation and want to ensure they have something to rely upon.

They decide to purchase **Income Protection Disability Income Insurance with Accident-Only¹** coverage. They opt for a short **14-day elimination period** so they aren't left without income for long, and a **26-week benefit period** that could help them stay on top of their finances while Alberto recovers. They also add the optional **Stay-at-Home Spouse Disability Income Rider¹**, which extends coverage to Alberto's wife in case she's unable to care for their children.

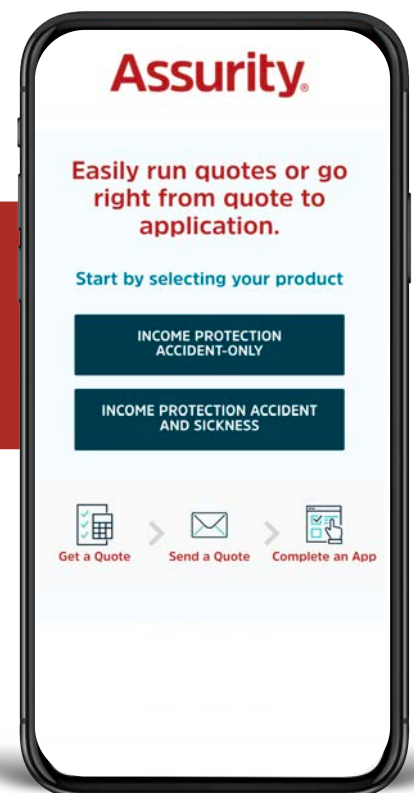
Use Our Quote-to-Application Tool

Show the need for protection in the palm of your hand – and when you're ready, quickly and easily streamline right into the application.

Assurity's tool saves time and gives you more ways to submit applications.

- ☑ Ability to email quotes to clients
- ☑ Prequalify clients prior to starting the application
- ☑ Fast, easy client experience with instant decision for qualified applications
- ☑ Integrated payment and eSignature processes give you and your clients enhanced flexibility

Start an application today:
quickstart.assurity.com/Agent-IncomeProtection



Underwriting made easy



Underwriting for Income Protection is designed to help you get your business on the books quickly and easily.



Easy E-Application

With just a few questions and an instant decision, you can complete online applications in just minutes.



No Exams or Income Verification

Cut down on paperwork and requirements with no medical exams or income verification.



Quick Policy Delivery

Fast turnaround for apps in good standing help you quickly get your clients the coverage they need.

Tools to help you sell



Educate your clients about the need for income protection. Browse these tools and more at assurity.com/income-protection.



Overview Brochure



Email & Phone Scripts



Disability Claim Checklist



Social Media Kit



Consumer Video

Tips for closing the sale



Overcoming Objections

Many insurance professionals find a Q&A approach helpful when overcoming common objections to income protection. You can help your client understand their need and the true value of the coverage by listening and asking questions.

Objection:

I don't think I'll use it.

Ask the following questions to help your client realize the need is real.

1. Do you ever plan to use your medical insurance for more than routine care?
2. Did you know there's an optional rider* you can buy that returns a portion of your premiums paid?
3. How would you feel if you needed disability income insurance but didn't have it?
4. Did you know illnesses cause most disability, not injuries?

**Optional Return of Premium benefit can be added for an additional premium. Not available in all states.*

Objection:

It's too expensive.

Ask the following questions to help your client realize the policy's true value.

1. You pay for insurance to protect your pets, luggage and cellphone— why not your income?
2. How expensive would it be to pay for your treatment and make up lost wages out of pocket?
3. Did you know this plan has an optional Return of Premium benefit* you can use to get some of your money back?
4. How much do you expect coverage to cost? Did you know Income Protection starts at just a few dollars a month, and we can customize your coverage to fit your budget?

**Optional Return of Premium benefit can be added for an additional premium. Not available in all states.*

Objection:

I have disability insurance through work.

Ask the following questions to show your client where their coverage may fall short.

1. Do you know the ins and outs of your group policy—for instance, the elimination and benefit periods?
 2. Is your monthly benefit amount enough to cover your needs?
 3. Are your benefits portable—that is, can you take the policy with you if you leave your job?
 4. Do you know if your coverage applies outside of the workplace?
 5. Do you have more than one job, or a side gig? Most disability insurance only considers one source of income, while Income Protection can consider multiple sources.
-



Attach Value to Income Protection

Emphasize the importance of protecting your client's paychecks to attach value to Income Protection. Remind clients about everything that depends on their ability to earn a living: their mortgage or rent, future goals, and regular expenses are all reliant on their income, which is why it's so critical for them to protect it.

Show them how Income Protection offers more than money when facing a disability:

- Options and choices
- Control and security when they feel they have none



Our sales team is always ready to help you grow your sales. Give us a call today to get started.

Tie It All Together

Tell a story

People connect to stories. Your social media feed and television are filled with stories of people whose life was impacted by a disability both emotionally and financially. You may even know someone personally – share their story. Tell them why you have insurance, and why it's important to you.

Share statistics

Stats rarely sell insurance, but they can support the importance of why your client needs coverage. Figures on expenses, how long their savings would last and the cost of coverage are all valuable in helping to frame the discussion with your client.

Emphasize the need

Focus on the importance of earning an income no matter what else happens – and the high financial cost that can follow even a short time without a paycheck. Remind clients that the unexpected can strike at any time, and that being unprepared could set them back on their goals. Then show them how Income Protection can help to mitigate these risks and keep them afloat while they recover from a disability.

Make it personal

Keep your clients' personal circumstances at the center of your conversation to bring the value of Income Protection into perspective. Are they freelance workers? Show them how consideration for multiple sources of income can provide more support while they're disabled. Are they worried about the cost or duration of coverage? Help them to customize their coverage so it fits their need and budget as closely as possible.

Be confident

When you're working with Assurity, you're working with a carrier that puts people and planet first. As a mutual organization and a Certified B Corporation, we're committed to using our business as a force for good.

Notes

Notes

Notes



Why we're different.

Mutual strength

For over 130 years, our financial strength has helped people support one another through difficult times.

A force for good

As a Certified B Corporation, we work toward positive impacts for employees, communities and the environment.

Personal service

Get the customer service you need from real, responsive and efficient people in our Lincoln, Nebraska headquarters.

Customer Service

800-276-7619
Ext. 4264

Find out more

assurity.com

Certified



Corporation

This company meets the highest standards of social and environmental impact

1. Not available in California
2. In California, "Own Occupation" has been replaced by "Usual Occupation" which is defined as follows, "any employment, business, trade or profession and the Substantial and Material Duties of the occupation the insured was regularly performing for their employer when the disability began. Usual occupation is not necessarily limited to the specific job the insured performed for their employer.
3. CNBC, 61 Percent of Americans Live Paycheck to Paycheck Even as Inflation Cools, 2023
4. Bankrate, Emergency Savings Report, 2023
5. Integrated Benefits Institute, IBI Benchmarking Analytics Series: Which Diagnosis Drive STD Incidence, Costs and Lost Time?
6. Federal Reserve, Economic Well-Being of US Households, 2020
7. Social Security Administration, Disability and Death Probability Tables for Insured Workers Born in 1999, 2020
8. Himmelstein, Lawless, Thorne, Foohey and Woolhandler, Medical Bankruptcy: Still Common Despite the Affordable Care Act, American Journal of Public Health 109, no. 3, 2019
9. Integrated Benefits Institute, Health and Productivity Benchmarking 2019, 2020

FOR PRODUCER USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC. NOT AVAILABLE IN NEW YORK.

Policy Form No. I H2016 and Rider Form Nos. R I2019, R I2020, R I2022, R I 2023, R I2024 and R I2025 are underwritten by Assurity Life Insurance Company, Lincoln, Nebraska.

Assurity is a marketing name for the mutual holding company Assurity Group, Inc. and its subsidiaries. Those subsidiaries include but are not limited to: Assurity Life Insurance Company and Assurity Life Insurance Company of New York. Insurance products and services are offered by Assurity Life Insurance Company in all states except New York. In New York, insurance products and services are offered by Assurity Life Insurance Company of New York, Albany, NY. Product availability, features and rates may vary by state.