

## Guidelines for the Preferred Producer Multi-Life Discount



A 10 percent Multi-Life premium discount for Preferred Producers is awarded to producers who have placed The Standard's individual disability insurance policies for five or more unique individuals, as detailed below. Once the discount is applied to a policy, it remains throughout the life of that policy. It is an excellent value that Preferred Producers can offer to their customers.

Please refer to the Multi-Life Discount States Availability Chart, form 17055 SI/SNY, for the list of the states where this discount is available.

### Qualifying for the Preferred Producer Multi-Life Discount

There are two ways to qualify:

1. Before the Preferred Producer Multi-Life Discount (PPMD) is applied, policies for the qualifying products referenced below must be placed for at least five unique individuals during the prior calendar year. Then the discount is applied to all qualifying policies in the current calendar year.
2. Producers may also become eligible to receive the PPMD as of the next month based on the year-to-date sales. The discount then extends to the rest of the qualifying year\*, plus the year following. The discount is applied to the fifth qualifying policy and the previously placed qualifying policies in the current calendar year will receive the PPMD effective on the policies' next paid-to date.

\* To determine eligibility for 2014, The Standard will review production for the calendar year 2013 plus January, February and March of 2014. Where producers have placed five qualifying lives in that 15 month period, they will qualify for the PPMD.

To determine eligibility for 2015, producers will need to place five qualifying lives in 2014.

The dates on which applications are signed determine which year sales are applied to, for the purposes of qualifying for the PPMD.

Once a producer is qualified, the PPMD discount can only apply to his or her qualifying policies where that producer receives 51 percent or more of the commission.

Where a sale is split among producers, for the purpose of the five-person requirement, the sale is credited to the producer who receives 51 percent or more commission. If no producer receives 51 percent or more commission, the sale does not count toward the PPMD.

Producers who are awarded the PPMD must continue to requalify each subsequent year in order to keep their Preferred Producer status.

The Standard will determine which high-performing producers are eligible to receive the PPMD discount and advise their Master General Agents or Securian Managing Partners.



**For producer use only.  
Not for use with consumers.**

Standard Insurance Company  
The Standard Life Insurance Company  
of New York

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Preferred Producer  
Multi-Life Discount Guidelines

17056 (4/14) SI/SNY

## Preferred Producer Multi-Life Discount (PPMD) Product Information

The PPMD is stackable and can be added to other premium discounts, with the exception of other Multi-Life or association discounts. No policy can receive multiple Multi-Life discounts.

The PPMD for all qualifying policies is 10 percent.

- Please see The Protector Series Product Guide, form 9251REF SI/SNY, for more information.

	PPMD Available	PPMD Not Available	Can Count Toward 5 Lives <sup>1</sup>	Does Not Count Toward 5 lives
Protector Platinum <sup>SM</sup>	✓		✓	
Protector Platinum <sup>SM</sup> Guarantee Issue		✓		✓
Protector+ <sup>SM</sup>		✓	✓	
Protector+ <sup>SM</sup> Guarantee Issue		✓		✓
Protector Essential <sup>SM</sup>		✓	✓	
Protector+ For GME <sup>SM</sup>		✓		✓
Business Overhead Protector <sup>SM</sup>	✓		✓	
Business Equity Protector <sup>SM</sup>		✓	✓	
Future Purchase Options Elections <sup>2</sup>				✓
Guarantee Issue Buy-Ups <sup>3</sup>		✓		✓
New policies placed as replacement to existing policies from The Standard		✓		✓

1 Two or more policies on the same individual count as one qualifying life.

2 Only if the base policy has the PPMD discount.

3 If a policyholder of a Guarantee Issue policy from The Standard buys a fully underwritten individual disability insurance policy from The Standard independent of any Guarantee Issue policy issued by The Standard and not subject to any GI-related discount, then the fully underwritten policy is eligible for the PPMD.