

Producer Guide



Providing
the platform & support to
MAXIMIZE your business' potential



ABOUT US

GPAgency (GPA) is an independently owned and operated full-service brokerage firm, specializing in insurance/financial services and retirement planning.

Headquartered in Raleigh, North Carolina, GPA has been collaborating with financial service professionals locally and throughout the country since 1968 – *that's more than half a century!*

Beginning as a regional office for Transamerica, today GPA is a national **top-tier brokerage firm** and **premier partner** with more than **50 of the nation's top insurance carriers**.

We work hard each and every day to maintain our legacy of providing exceptional service to the insurance agents we serve. Our ability to stay relevant can be attributed to our experienced staff, our strategic alliances with the industry's best, and our willingness to think outside the box and employ tools that will improve your experience.

Like you, we are passionate about what we do because we have seen the impact insurance can have on individuals and families. For this reason, we are committed to staying abreast of the industry from consumer trends, new carriers and products, evolving technology, regulatory changes and so on. Most importantly, **we are committed to you** because we know **the value you deliver to your clients is immeasurable**.



Home Office: 7000 Six Forks Rd, Raleigh, NC 27615



WHY GPA?

Time-Tested

Agents have been relying on our trusted advice and service since 1968.

Full-Service Approach

Our broad range of complimentary services can be utilized a la carte based on your needs, from newcomer to seasoned professional. Regardless, we'll help you reduce your overhead expenses and administrative burden.

Experienced Staff

We expertly deliver product training/education, consulting services, premier sales/marketing support, illustration/case design, case processing from application to policy issue, claims assistance, and ongoing support.

Breadth of Carriers

We offer convenient access to a quality portfolio of top-rated carriers.

Depth of Products

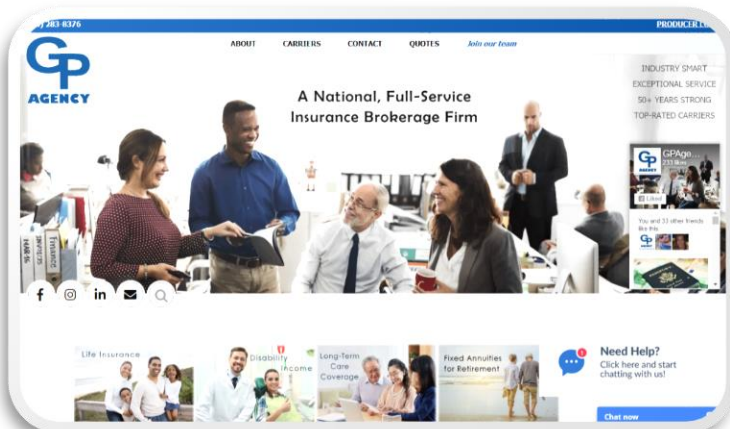
We are versed at using our portfolio of life, disability income, long-term care coverage, and fixed annuity products for a variety of purposes: life protection, retirement income, worksite benefits, business-owner risk, alternative risk transfers (e.g. captive insurance), etc.

Web-Based Tools & Resources

Available to you 24/7, quoting tools, e-applications, case status, carrier forms, annuity rates, industry news, and a repository of valuable resources: www.gpagecy.com.

Competitive Commissions

We saved the best for last... besides a partner that will go the extra mile with personalized service and valued resources, you can expect above street-level commissions!



OUR PRODUCT PORTFOLIO



LIFE INSURANCE

An extensive life insurance portfolio, with over 50 carriers.

- Estate Planning
- Business Planning
- Worksite/Group
- Impaired



LONG-TERM CARE INSURANCE

Help clients secure needed care and protect their assets.

- Standard
- Hybrid



DISABILITY INSURANCE INCOME

An injury or illness can be financially devastating; DI provides income protection.

- Individual
- Business



FIXED ANNUITIES

In this volatile economy, fixed annuities offer stable growth and tax-deferred retirement income!

- Fixed Indexed
- Single Premium
- Multi-Year Guaranteed
- Immediate
- Traditional
- Deferred Income





OUR TOP CARRIERS

Product options from birth to age 90

Life



Disability



Annuity



Long-Term Care





Alternatives to Full Underwriting for Life

Often No Exams / Labs!

Note: Full underwriting is recommended for healthy / younger clients.

Accelerated Underwriting

The potential of no medical requirements. Programs may be limited to healthier clients and require ratings of Preferred or better. Applications will kick to traditional underwriting if disqualified for accelerated underwriting.

- Allianz
- Ameritas
- Assurity
- Equitable
- Global Atlantic
- Illinois Mutual
- John Hancock
- Legal & General (Banner/William Penn)
- Lincoln Life
- Mutual of Omaha
- National Life
- Nationwide
- North American Company
- Pacific Life
- Principal(bus. only)
- Protective Life
- Prudential Financial
- Sagicor
- Securian (Minnesota Life)
- Symetra

Ask us about
BESTOW
— easy, quick, 100%
online,
instant quote if
approved, instant
coverage.

Non-Med Underwriting

The potential of no medical requirements. Multiple underwriting classes are typically available; however, issue age and face amount limits are generally lower.

- AIG
- American National
- Legal & General
- Lincoln Life
- Pacific Life (50-69);
physical/bloodwork in last 18 months
- SBLI
- Securian
- Transamerica

Simplified Issue

The potential of no medical requirements. Somewhat more expensive than accelerated underwriting or non-med underwriting. Carriers usually offer non-tobacco or tobacco underwriting classes only, and the underwriting decision is likely to be accept or decline.

- AIG
- Ameritas
- Assurity
- Boston Mutual
- Gerber
- Mutual of Omaha
- National Life
- Transamerica

Guaranteed Issue (Individual Life)

No medical exam, labs or health/lifestyle questions; no UW

- AIG (precontracting required): \$5-\$25K (ages 50-80)
- Gerber Life : \$5K-\$25K (ages 50-80)
- Sons of Norway: \$5K - \$25K (birth to 85)





QUICK GO-TO'S FOR KNOWN RISKS

Risk	Suggested Carriers
401(k) plans (1-25 EEs)	American National (they're the TPA)
30- & 40-year term life	Legal & General, Protective
Return of Premium	Cincinnati, Assurity, Illinois Mutual
Advanced Age	John Hancock
Arthritis (rheumatoid)	AIG, John Hancock, Lincoln, Pacific Life, Protective, Prudential
Asthma	Prudential
Autism	Boston Mutual
Aviation/Pilots	American General, John Hancock, Lincoln, Ohio National, Prudential
Blood Pressure	Legal & General, John Hancock, Lincoln
Build	Protective, Prudential, Securian, TransAmerica (age 45+)
Cancer	Family history: Lincoln, John Hancock, Prudential Breast: John Hancock, Prudential, Transamerica Thyroid: Prudential Prostate: John Hancock, Lincoln, Protective, Prudential Skin: Legal & General, John Hancock, Lincoln, Protective
Cardiac	AIG, John Hancock, Lincoln, Prudential
Chewing Tobacco (NT pricing)	Cincinnati, John Hancock, Lincoln, Prudential, Securian (min. use)
Children Rider (no UW)	Legal & General
Cholesterol	Principal (biz only), Securian, Transamerica
COPD	Transamerica
Crohn's Disease	Lincoln
Depression	AIG, John Hancock, Legal & General, Lincoln, Prudential
Diabetes	Type 1: AIG, John Hancock, Prudential Type 2: AIG, John Hancock, Lincoln, Prudential
DUI/DWI	AXA (3 yrs+), Lincoln, Protective, Prudential, Securian (2 yrs, 9 mths)
Felony Crimes	Legal & General, Prudential (white collar crimes only), Transamerica
Financial Issues	Prudential, Transamerica
Foreign National	AXA, Prudential, Transamerica
High Blood Pressure	Transamerica
HIV+	Allianz, American National, John Hancock, Prudential
Liver Functions	Protective, Prudential
Military Service	Prudential
Marijuana	AIG, Lincoln, MassMutual, Prudential
Nicotine Gum	Lincoln, Prudential, Minnesota Life
Respiratory Conditions	AIG, John Hancock, Prudential
Scuba Divers	Prudential, Protective (exclusion)
Sleep Apnea	AIG, Prudential, Pacific Life
Stroke	Lincoln, Protective
Substance Abuse	Lincoln, Prudential (alcohol and marijuana), Transamerica
Tobacco Usage (NT pricing)	Securian (min. use, all forms)

Yeah, we can
place Uncle
Frank.

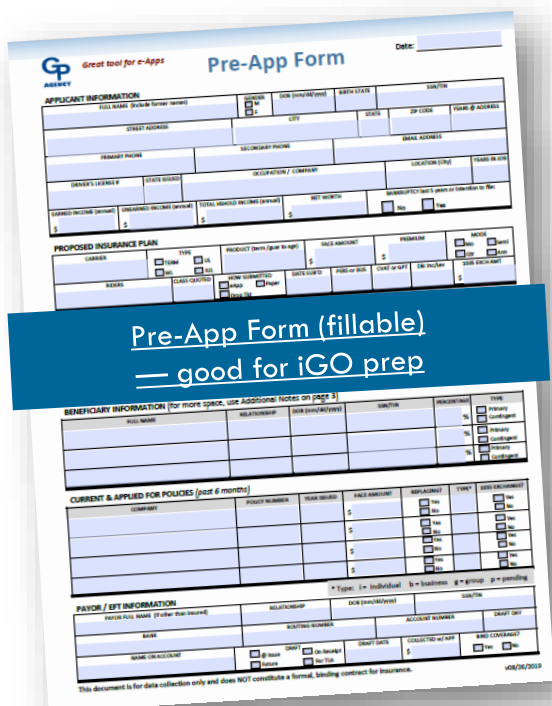


I HAVE A PROSPECT. WHAT'S NEXT?

Discuss your prospect's objectives – who and what do they want to protect and for how long?

- Protect their loved ones or their business interests with life insurance?
- Protect their paycheck with disability income protection?
- Protect their savings from long-term care expenses?
- Protect their retirement savings with guaranteed, lifetime income with an annuity?

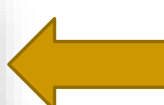
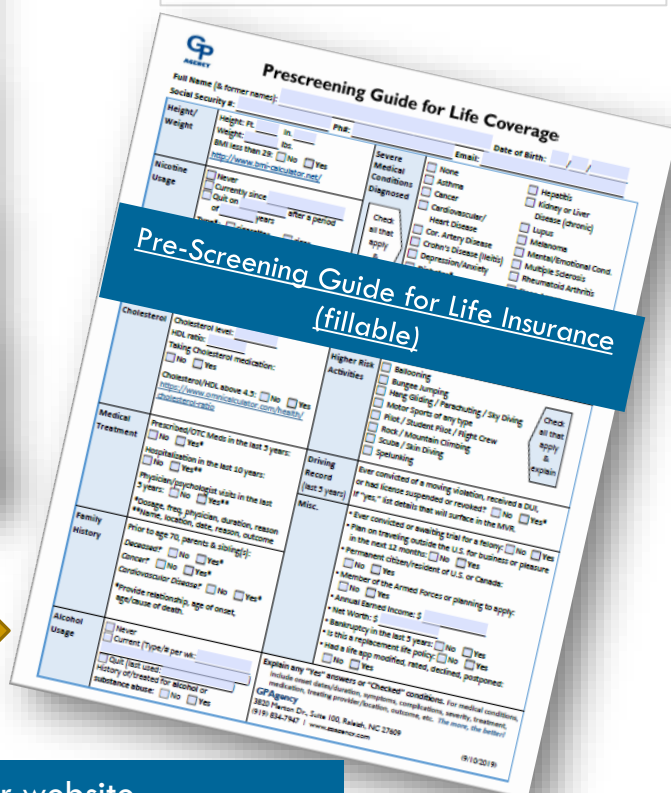
Use one of these forms to collect basic information on your prospect so you/we can begin to explore options for your prospect.



Pre-App Form (fillable)
— good for iGO prep

This form is a 2-page document titled "Pre-App Form" with a date field. It contains sections for "APPLICANT INFORMATION", "PROPOSED INSURANCE PLAN", "BENEFICIARY INFORMATION", and "PAYER / SPT INFORMATION". It includes various checkboxes and fields for personal and financial data.

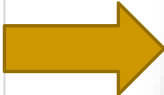
2-page form + notes page
+ HIPAA Authorization, which
gives you permission to collect
personal medical information.

Pre-Screening Guide for Life Insurance (fillable)

This form is a 2-page document titled "Prescreening Guide for Life Coverage". It includes sections for "Personal Information", "Medical History", "Family History", "Alcohol Usage", and "Higher Risk Activities". It contains numerous checkboxes and fields for medical and lifestyle information.

1 page – quick collection
form; good for a brief
phone call with prospect



Where to find these forms? Go to our website,
log into our Producer Portal, go to Forms > GPA Resources.

Determine what products might be a good fit.

Need help? Consult with your GPA brokerage manager.

NEED A QUOTE!



Call Our Quote Desk: (800) 283-8376 or (919) 834-7937

Quote through our website: GPAgency.com> Producer Login> Quotes

LIFE

- **LifePipe: FAST quotes** for Term/UL with option to submit directly to carrier via e-app.
- **VitalQuote Comparisons:** Term & UL comparison and quoting system
- **WinFlex Illustrations:** Compliant illustrations for Term & UL quotes
- **Informal Quote Request:** Complete *Preliminary Inquiry form*, email to marketing@gpagency.com, and we'll shop your case.

Note: Not all of our carriers subscribe to the above quote apps.

DISABILITY Complete online quote request — we'll shop.

LONG-TERM CARE

- **StrateCision:** Receive instant quotes and view the competition's rates.
- Complete online quote request — we'll shop.

ANNUITIES

- **Nettrac Fixed Annuity Comparison:** Options, company ratings
- **Annuity Rate Watch:** Options, company ratings, SPIA & Rider quotes
- **Annuity Grids:** Our current rate grids
- Complete online quote request — we'll shop.

Quotes

Helpful Data Collection Tools
(on our website)

- > Pre-App Form (fillable)
- > Pre-App Form with HIPAA Form (fillable)
- > Prescreening Guide for Life Insurance (fillable)

Note: You need to download the form for the fillable fields to activate.

Assessing Health Class

Running a quote, but not sure of the client's health class?
For general impairments, you can get a good assessment using a couple of XRAE-based tools on our website.

XRAE Tools

Click on LifePipe Quick Quote: Click Run a Quote. Once on the form, go to Underwriting Information/ Enter Health Profile. You'll get a list of prospective carriers and their preliminary health class rating.

OR,

Click on WinFlex Illustrations: Click Run a Quote > Click Start a New Case > Click Get Underwriting on bottom left of window, and fill out the form. You will get a list of carriers and their health class ratings as well as their underwriting guidelines.

If your client has a rare condition or numerous impairments, call us for assistance. Our sales team not only has full XRAE capabilities, but direct access to our carriers' underwriting departments.



Quotes

Life	Disability	Long Term Care	Annuity
We want to convert your opportunities to sales as quickly as possible! We will work with you from quote through policy issue, as well as provide policy service support if needed. Our carrier relationships and industry expertise to view cases from multiple perspectives enables us to efficiently deliver quality solutions.			
LifePipe Quick Quote		FAST quotes for Term & UL with direct submission to carrier via e-app	
VitalQuote Comparisons		Term & UL comparison & quoting system; underwriting guidelines & quick facts on carriers	
WinFlex Illustrations		Compliant illustrations for Term & UL quotes	
Informal Quote Request		Let us identify competitive, potential solutions for clients with impaired/complex risks	

What is XRAE?

We also have full XRAE capabilities. XRAE is a software program that evaluates over 100,000 specific underwriting rules based on over 600 potential questions in less than a second to determine the "best case" underwriting classification at each XRAE Partner Carrier.



PREPARING THE APP

Step 1 Client Interview	Interview the client to assess the rating for the illustration: <ul style="list-style-type: none"> Is the client in good health? What are some of their health issues? Does the client take medication? Good family health history – cancer/early death? Smoker? Height/weight?
Step 2 Obtain Quote/Illustration	Obtain a quote/illustration by contacting GPAgency Sales or go to www.GPAgency.com/Quotes
Step 3 Acquire Carrier Application	Obtain the specific application (paper form, iGO/eApp or Drop Ticket) at www.GPAgency.com or contact us and we will provide one. If the applicant is NOT a resident of the agent's appointed state this will affect the application materials needed. It will be important to determine if you live in a "resident rule" state.
Step 4 Complete the Application	<ul style="list-style-type: none"> READ AND COMPLETE ALL QUESTIONS – <i>this will save some time in the future.</i> Contact us if you have questions. Agent's Report – please identify yourself on the application. If you submit a premium payment for temporary insurance coverage, you MUST fill out a "Temporary Insurance Agreement." Premium payments should be made by personal check, as some carriers do not accept cashier's and bank checks. Important: If not drawn on the applicant's account, please provide an explanation to comply with AML. The Application, Temporary Insurance Agreement (if applicable), and check MUST ALL HAVE THE SAME DATE! Pay attention to replacement questions (i.e., existing coverage) and include necessary replacement and transfer paperwork.
Step 5 Submit the Application to GPAgency	Some carriers require original documents, while others do not. Contact your brokerage manager for instructions. Attn: New Business GPAgency 7000 Six Forks Rd, Ste 103 Raleigh, NC 27615 You can also: - Email: newbusiness@gpagency.com - Fax: 877-821-7191

Confirm Training Requirements BEFORE You Take an App!

The last thing you want is to have an application rejected because you haven't completed the proper training.

Before taking/dating an application, make sure you have satisfied ALL the appropriate training:

- 1) Anti-money laundering (AML)
- 2) State regulatory and product training, particularly New York
- 3) Carrier-specific product training

Not sure what training is needed?

That's why we're here!
Contact our Contracting / Compliance dept:
licensing@gpagency.com
 or (800) 283-8376
 (Christine Barbour).



APPLICATION PROCESS

Important Notes

COVER LETTER

We want to remind you of the importance of attaching a cover letter with your new application.

Underwriters do read them (mandatory on face amounts \$1,000,000+). Providing a detailed overview can accelerate the underwriting process by eliminating many of the Why's that come up along the way. *Your cover letter should provide a full and balanced overview of the case and include the following:*

✓ **Who are your clients?** Include key personal and business facts and an explanation of any unique situations. *For example, your young well-educated client is between jobs because he or she is caring for an ailing parent and has ample savings.* It explains their current employment situation and likelihood of returning to full employment.

✓ **What are the goals of the case?** Client's expectations (i.e. build cash value, final expenses), premium tolerance, other insurance activity: in-force coverage, recent applications, competing applications, life settlement, replacement or exchange.

✓ **How did the sale evolve?** For example, how was the face amount determined, did other professionals provide guidance (attorney, accountant, financial advisor, business partner, etc.), did insurance needs change (if so, why), how did the named owner, payor, and beneficiary contribute to the sale?

For more sophisticated cases, your brokerage manager can assist with the technical aspects of your cover letter to help accelerate the underwriting process.

PHYSICIAN AUTHORIZATION FORMS

If a client has any of the following providers, an authorization form is required (this will be mailed to the client from the medical center they attend).

Cape Fear Valley Health System	Duke University Medical Center	The Mayo Clinic
Raleigh Adult Medicine	Rex Healthcare	SHANDS
UNC Hospital	WakeMed	Western WakeMed

Please work with the client to make sure this is completed in a timely manner. Have the client call his/her doctor to help expedite the release of his/her records. Psychiatrists may take two months or longer to release records, so anything we can do to move the process along will help.

CHECKING CASE STATUS ON WEBSITE

- Register on our website to access our Producer Portal via our Producer Login: **www.gpagency.com**.
- Once logged in, click on **Case Status** and then click on the Case Status button.
- A list of your current pending cases and those closed in the past two weeks are displayed.
- Click on the case number for status details.
- You may send a message to the case manager by clicking on "New Message to Case Manager."



SITUATIONS THAT WARRANT ADDITIONAL FORMS

When completing insurance forms with clients, here are some important questions to ask:

Do they have any special circumstances?

- ☐ Do they participate in any hazardous activities (flying, SCUBA diving, etc.)?
If so, additional forms will be required.
- ☐ Do they use drugs (i.e. marijuana) or drink alcohol?
If so, a *Drug & Alcohol Questionnaire* may be necessary.
- ☐ Are they in the military? If so, an additional form will be required.
- ☐ Do they plan to travel outside the U.S. within the next 1-3 years?
If so, a *Foreign Travel Questionnaire* will be needed.
- ☐ Have they ever been convicted of a DUI or a felony? If so, full disclosure will be required and additional forms may be needed.

Are they applying for a Disability Income Rider?

- ☐ If so, an additional form will be required.
NOTE: This is **NOT** the same as a Disability Waiver of Premium!

Are they applying for a Child Rider?

- ☐ If so, a *Child Rider Supplement and/or Non-Medical Part II form(s)* will be required.

Is the face amount \$1,000,001 or greater?

- ☐ If so, they will need a *Financial Questionnaire*.

Are they a U.S. citizen?

- ☐ If not, a *Resident Alien Supplemental Form* will be required as well as a copy of client's Green Card, Visa, etc.

Is this a replacement of an existing life insurance policy or an annuity transfer?

- ☐ If so, a *Replacement Form* and transfer paperwork will be required.



CHECKLIST TO SPEED UP YOUR APPLICATIONS

- ☐ **Cover letters** are extremely helpful in underwriting a case and are **mandatory on face amounts \$1,000,000+.** Need Help? Go to [the New Business](#) section of our website and click on Underwriting Guides – we have several resources to assist.
- ☐ Provide **medical information up front** to avoid waiting on medical records later. If your client answers “Yes” to any of the medical questions, they must provide a full description: diagnosis, date of diagnosis, attending physician, treatment such as surgery, medication, therapy, etc.
- ☐ **Complete all pages** in the application package. **When in doubt...fill it out!**
- ☐ **Avoid missing forms...**if you have ANY questions about what forms are needed, call GPAgency.
- ☐ Include **replacement forms if the proposed insured has ANY insurance** in force with another company.
- ☐ Provide the **correct social security, phone, and driver’s license numbers.** Incorrect information can delay MVRs, inspection reports, and data verifications.
- ☐ **Dates on all forms and checks need to be the same!**
If not, applications/payment may be rejected by the carrier.
- ☐ Avoid incorrect/no signatures... agent, client, and policyholder **must sign EVERYWHERE indicated.**
- ☐ **We are happy to order your paramedical requirements for you for life and DI cases.** If you choose to coordinate the exam, please indicate in your cover letter the name of the *authorized* paramed company. Also, make a request to the company to provide GPAgency with a copy of the results.

SUBMITTING AN APP

We Have Options for Apps!

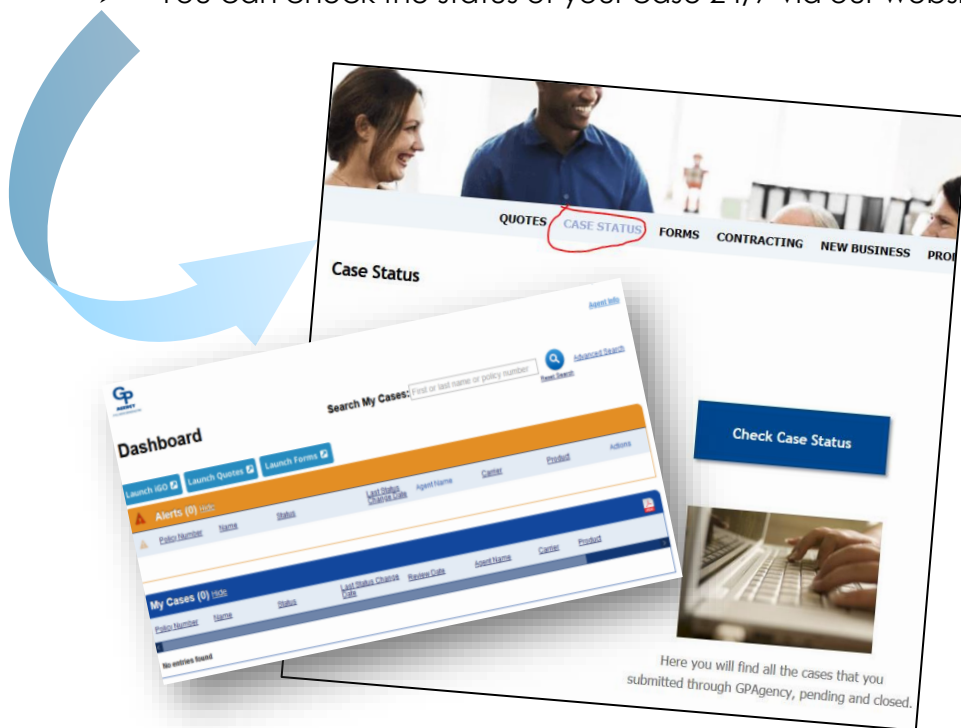
- 1) Submit an **e-App** through our website.
- 2) Submit a **paper app** to GPAgency: mail, email, fax, drop off.
Note: We will scrub the application to make sure it is complete.
- 3) Submit a **drop ticket** through our website, **which** means the carrier will follow-up with the client to complete.
- 4) Utilize our **GPEZ program**. For a \$50 fee, we will complete your client's application on your behalf, which includes contacting your client and collecting the needed information.

Find
on Our
Quote
Page

GPEZ Concierge Service

Keeping You Posted!

- Once your app is submitted, the assigned case manager will monitor it closely.
- Once a week you will receive an automated email update on your case.
- You can check the status of your case 24/7 via our website: [Case Status](#).



Reviewing an ePolicy

When it's time to review an ePolicy, you will receive an email with a link. You can access the ePolicy via the link or through the **PolicyEx** button located on the New Business page of our website.

For a detailed outline of the application submission process, please see the Appendix at the end of this guide.



PROCESSING THE APP

Step 1 GPAgency Prepares the Application for Submission (1 week)	<ul style="list-style-type: none"> Your GPA case manager will review the application for missing forms, unanswered questions, etc., and contact you if there are any concerns. Your case manager will order a paramed exam. The examiner will contact your client within 48 hours. Note: If you prefer to order the paramed, state in your cover letter that an exam has been ordered and provide the vendor's name and phone number. (For LTCi, the carrier assumes this role.) Once the application is in good order, your case manager will submit it to the insurance company. Note: If the submission requirements are not received within a week, the application will be returned to you, the agent.
Step 2 Application Prepared for Underwriting (Varies with Client, 1 to 8 weeks)	The insurance company will assign a policy number, review the application for completeness, order inspection reports, and await the paramed results. They may conduct a phone interview with the applicant.
Step 3 Underwriting Reviews Application (1 to 2 weeks)	<ul style="list-style-type: none"> Underwriters will review the application, paramed, and lab results. They will identify any forms, questions, details, or medical records needed to complete their evaluation. They may request an interview with your client. <p>Temporary Insurance only remains in effect for 60-90 days during underwriting.</p>
Step 4 Obtaining Pending Requirements (1 to 8 weeks)	<p>If no requirements are pending, go to Step 5. If requirements are pending:</p> <ul style="list-style-type: none"> You will need to submit any pending requirements or forms. Please call the GPA case manager with any questions or concerns. If medical records are ordered, we suggest that you advise the client to contact their physician to help expedite the process of releasing records. <p>NOTE: Most physician offices use a third-party vendor to copy their records. Sometimes vendors only visit the physician's office once a week. Also, most require a prepayment check before processing; this retrieval process is handled by an APS vendor contracted by GPA. (For LTCi, the carrier assumes this role.)</p>
Step 5 Approval (3 to 5 days)	<ul style="list-style-type: none"> If the application is approved, it will be sent to the insurer's issuing department, unless it is approved other than applied — in this case, GPA will contact you to discuss the best solution for the client. If there is a pending companion case, the insurance company will hold the approved case and issue the two together once both have been approved. If not approved, you will be notified immediately.
Step 6 Policy Issue (Will vary)	<ul style="list-style-type: none"> Once the policy is issued, it will be mailed to you, the agent. You and the client will have a specified time frame to complete and submit all pending delivery requirements to the insurance company before the policy is activated. If the requirements are not received within this time frame, the insurance company codes the case as "Closed/Not Taken."
Step 7 Commission Payment (3 to 10 days)	Once the policy is in force, commissions will be paid by the carrier based on their schedule and as-earned according to your client's premium payment mode. Most carriers require direct deposit of premium.



TIPS TO PREPARE FOR YOUR MEDICAL EXAM

- ✓ If you smoke cigars or chew tobacco, avoid doing so at least two weeks prior to the exam. Some carriers will offer preferred rates if no tobacco shows up in the urine specimen, even when occasional use is admitted on the application. Note: Do not smoke cigarettes within 30 minutes of the exam. Smoking tends to constrict the artery walls and elevate blood pressure.
- ✓ Avoid foods high in salt for 3-4 days prior to exam, may improve blood pressure reading.
- ✓ Refrain from drinking alcoholic beverages for at least 24 hours prior to the exam (can increase fat in blood and liver functions).
- ✓ Avoid a strenuous workout 24 hours prior to your exam. It may increase liver function tests and urine protein.
- ✓ Fast 12 hours prior to the medical exam to optimize lipid and blood sugar results.
- ✓ Drink a lot of water the day prior to the exam, and a glass of water an hour before the exam.
- ✓ Schedule your exam in the morning and get a good night's rest.
- ✓ Take prescribed medication but avoid over-the-counter medications, like antihistamines and nasal decongestants.
- ✓ If you have an acute illness, i.e., the 'flu', consider rescheduling the exam as some acute illnesses affect the urine and blood tests.
- ✓ **FINAL TIP:** Don't conceal any documented medical history – be completely candid with the medical examiner.

The better prepared you are for your medical exam, the better your chances of being approved for the best rates.

These little things could add up to a significant savings in premiums!!

Helpful Exam Reminders

- Be prepared with a photo ID at the time of the exam
- Wear short sleeves, or sleeves that can be easily rolled up
- Have names of your current medications, along with dosage and frequency
- Have names, addresses, and phone numbers of any physicians or clinics visited in the last five years, with dates and reasons for visits
- Have health history of immediate family, including age (or age at death) and major medical diagnoses
- Women should mention to the examiner if menstruating at the time of exam (can cause blood in the urine specimen)
- Tell the examiner if exercise is a regular activity and if aspirin or vitamins are taken daily



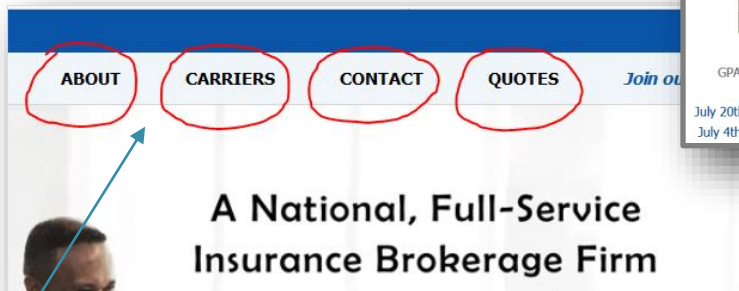
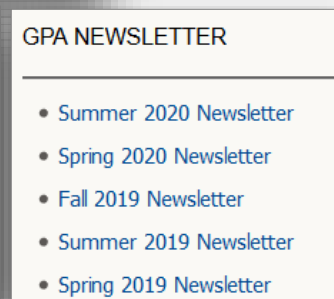
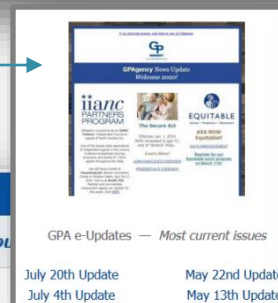
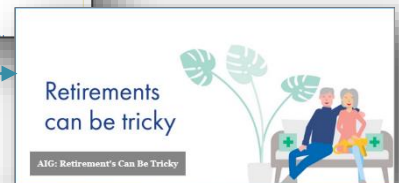
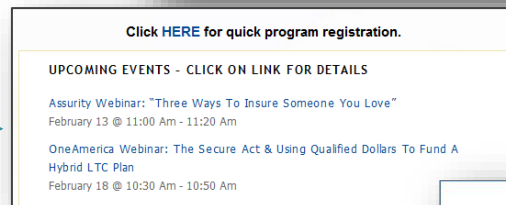
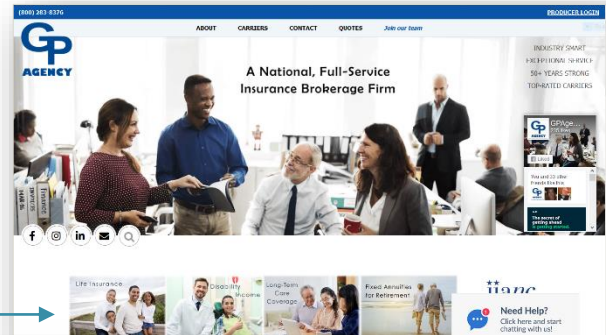
WEBSITE DIRECTORY



Our website is an extension of our service to you. It provides quick access to quoting tools, carrier forms/e-apps, and marketing resources, helping you sell and submit business with ease. It's designed as a convenience to you, but we're just a phone call or an email away if you need assistance.

HOME PAGE

- **Product buttons:** Click on these buttons for consumer information
- **Upcoming programs:** Click on the links for details and to RSVP
- **Consumer videos:** Click on a video frame to watch. Add a link to your website or include in a client email.
- **Insurance headlines:** Provides access to all the current insurance news — stay informed!
- **GPA news:** An archive of our eUpdates & quarterly newsletters



- **About:** our backstory
- **Contact:** staff contact list
- **Carriers:** our contracted insurance carriers
- **Quotes:** when you click on Quotes without being in the **Producer Portal**, your options are limited



See next page for access to our Portal.



WEBSITE DIRECTORY

PRODUCER PORTAL

PRODUCER LOG-IN

Our Producer Portal provides full access to our website. If you are not registered, complete our easy online registration form. Registration will trigger a confirmation email. If you don't see it, check your junk or spam account.

INSIDE THE PRODUCER PORTAL

→ QUOTES: Life, LTCi, Annuity, Disability

- All Products: GPA online quote forms
- Life: LifePipe, VitalQuote, WinFlex
- LTC: StrateCision
- Annuity: Nettrac, Annuity Rate Watch

→ CASE STATUS: See your submitted cases

→ FORMS: Download carrier forms through iGo. Note: You can also click on the GPA Resources button for useful tools & forms

→ CONTRACTING/APPOINTMENT

- Carrier appointment process
- E&O coverage providers
- AML training
- Prelicensing & CE providers

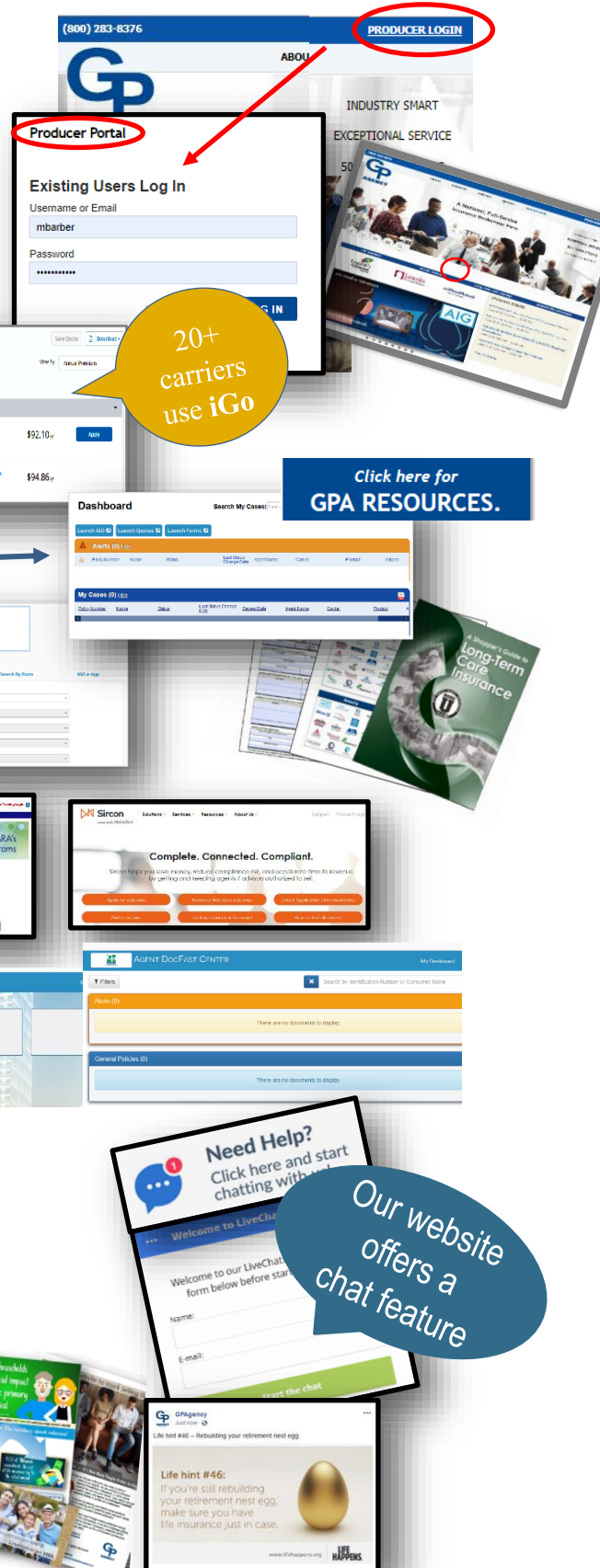
→ NEW BUSINESS:

- Submitting business: iGo app for submitting cases electronically, PolicyX (DocFast Center for electronic delivery) & our Producer Guide on submitting new business (Also, find iGo at the bottom of any Quote page.)
- Forms: the same carrier forms function that is located under the Forms tab
- Underwriting guides
- Medical exams: ordering process (or we can order)
- Commission pay dates

→ SALES/MARKETING: Marketing materials, social media posts, What You Need to Know series, concepts illustrated, fact finders, insurance calculators, and more.

PRODUCTS: Life, Income Protection (DI), LTC

Coverage, Annuities — talking points, contracted carriers, What You Need to Know series.



GPEZ MOBILE APP



Our website (www.gpagency.com) makes it easy to run quotes, submit eApps, download forms, check case status, and more. And, of course, you can pull it up on your phone.

However, if you are on the move, our **GPEZ** mobile app makes it easier to access those critical tools. Below are the app's features and the next page provides the installation instructions for your mobile device.

Easy Term Quotes & Apply
LifePipe

- Min. info: age, gender, term length, death benefit, health class
- Get quotes from 20+ carriers
- “Apply” to complete an iGo app

GUL & More Term Rates
VitalQuote

Obtain rates from carriers that don’t subscribe to iPipeline

Life: Term/Perm/LTC Hybrid Limited DI, LTC & Annuity
WinFlex

Run quotes and generate compliant illustrations, which can be emailed

Fillable Data Form

Use this generic form to collect info for an eApp; includes HIPAA form

Submit eApps & Drop Tickets
iGo

Click when you are ready to apply

Need a Form?

Select & download carrier forms; access sales & marketing tools

Case Information

Check case status 24/7

CE & Product Training

Our list of upcoming CE & Training programs

Help!

House: Our address
Phone: Our phone number
Envelope: Email us

App Interface Details:

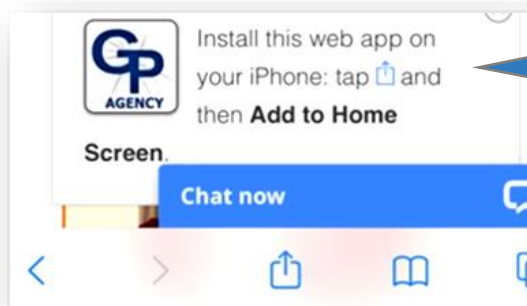
- Buttons: Simple Quote Term & UL, iGo e-App, VitalQuote Comparisons, Forms & Worksheets, WinFlex Full Illustrations, Case Status, Pre-App Form & HIPAA, Upcoming Programs
- Navigation Bar: Home, Phone, Email

GPEZ MOBILE APP



First, if you haven't already, please register for access to our website: www.gpagency.com. Then, make sure you have your username and password on hand as you will need them the first time you log into the app, assuming you click "Remember" to retain this information.

Then, pull up our website on your mobile device: www.gpagency.com.



You'll see this pop-up message. Note: It may not appear on some Androids; just follow directions below to install app.

Then, complete the app installation based on your phone type:

Install on iPhone

Instructions are for **Safari**

1. Tap the Share icon:



2. Scroll down until you see **Add to Home Screen** icon and tap on it:



3. In the upper right-hand corner click the blue word **"Add"**.

4. The mobile app icon should now be on your mobile device's home screen.

5. Click the app icon and enter your username and password. If you do not remember your username or password, click the "Forgot Password" button. You will be prompted to enter the email address or username, and a password reset link will be sent to your email address. Check your "junk" account if you don't see it.

Install on Android

Instructions are for **Chrome**

1. Click the Action icon top right:



2. From the dropdown menu, select "Add to Home Screen".

3. When the screen says, "Add to Home Screen" click **"Add"**.

If you have difficulty loading this app, contact melinda@gpagency.com.

BACK-OFFICE SUPPORT

- You'll always be greeted by a live voice when you call during business hours, not an automated system. *We even offer live chat through our website.*
Office Hours: 8:00 am – 5:30 pm, Monday – Thursday (3:00 pm on Friday)
- After completing our initial contracting packet, we will coordinate your carrier appointments as needed.
- We assign a case manager to each case. They will provide **full-service case processing** and oversight from application to policy issue, keeping you updated throughout the process – *you can also check the status of your cases through our website.* We will schedule your clients' paramedical exams, unless you prefer otherwise.
- You can count on us to be your advocate when it comes to underwriting difficult cases.
- **GPEZ Concierge Service** – *If you're tight on time, let us help!*
For a \$50 fee per case, we will complete, on your behalf, your client's application for fully-underwritten life coverage. This includes contacting your client by phone and collecting all the needed information. *Contact us for details.*
- We will provide claims assistance and help resolve customer service issues, as needed.



PREMIER SALES SUPPORT



How can we help you with your marketing and sales efforts?

We are here to run illustrations and help you find the best fit for your client. Have a substandard case? No problem, it is our specialty.

Not comfortable explaining a particular product? Contact us! We'll not only pull together marketing materials to make your job easier, but assist you with your presentation, if needed. Bring in your client for a meeting or schedule a phone or video conference.

Promotion/Communication: Need PDFs, social media, embeddable videos, embeddable financial calculators, etc? Contact Melinda@gpagency.com. To view our library of fully customizable PDFs (we will revise for you), log into our Producer Portal > Sales/Marketing and click on the photo under the title **Library of Consumer Marketing**. For social media posts, click on the **Social Media Posts** button. You can also follow us at www.facebook.com/GPAgencyBrokerage and re-post our consumer posts.

If you need specific carrier materials, we can locate them for you. Need assistance with developing customized artwork for a marketing flyer, an ad, a poster, a PowerPoint presentation, etc.? We can do that in-house at no charge. Additionally, our home page includes consumer information — click on the corresponding product button.

Professional Development: The more you know, the better you can serve your clients and the more you'll sell. On a regular basis, we offer a variety of carrier programs, educational seminars, and CE classes (most free of charge). We will notify you by email of these programs as well as post them on the home page of our website. Additionally, we will send you periodic updates on industry and carrier news.

We conducted
40 agent programs
in 2019.



MEET THE TEAM



Sales Support Call GPAgency: (800) 283-8376, unless indicated otherwise		
Name/Title	Specialty	Email Address
Angela McIlvain, CLTC Partner, Brokerage Sales	Annuity & Life Quotes/Consult	angela@gpagency.com
Chris Carrigan, CLTC Partner, Brokerage Sales	Consultant for All Lines	chris@gpagency.com
Chris Gaddis, MBA Broker Development/Digital Strategy	Recruiting & Digital Solutions for Producers	chris@agencypartnergroup.com
Dan Shanahan Career & Securities Manager	Career Agent Manager & VUL Sales Manager	dan@carolinanationalins.com
Brook Carrigan, Brokerage Representative	Disability Quotes	brook@gpagency.com
Teresa Smith, ACS, CLTC Sr. Brokerage Manager	Life & LTCi Quotes/Consult	teresa@gpagency.com
Lyman Kiser Sales Manager	Annuity, Disability & Life Quotes/Consult	lyman@gpagency.com
Marshall Clement, CLTC, LTCP Dir. of LTC Planning Solutions	LTCi Quotes/Consult	marshall@gpagency.com (336) 339-0593
Julia Sheppard, CLTC Sr. Brokerage Manager	Disability & Life Quotes	julia@gpagency.com (336) 340-1858
Michael Huffman, MBA, CLTC National Sales Representative	Life Quotes/Consult & Onboarding	michael@gpagency.com
Charlie Boswell, CLU Director, GPA-South Carolina	Product Quotes/Consult for SC Agents	charlie@gpagency.com (864) 313-6747
Tripp Shaw Broker Development	Recruiting & Onboarding	tripp@gpagency.com (919) 641-6067
Sharon Allan, RHU, CLTC Wealth Preservation & Asset Distribution Specialist	LTCi: Hybrid Life, Life, Linked & Standard (individual & group) Quotes/Consult	sharon@gpagency.com (704) 968-7624
Todd Siebels Broker Development	Recruiting & Onboarding	todd@gpagency.com (252) 321-3226
Marketing & Sales Enablement		
Melinda Barber, MBA, FLMI Marketing Director	Programs/Events, Marketing Collateral, Website/Digital Media	melinda@gpagency.com
New Business		
Tanya Wilson	Director of New Business	tanya@gpagency.com
Michelle Carliles	New Business Case Manager /LTCi Support Specialist	mcarliles@gpagency.com
Yvette Wall	New Bus. Case Manager/ Informal App UW Specialist	yvette@gpagency.com
Contract, Commissions, Customer Service		
Dawn Narron	Accountant & Commissions	dawn@gpagency.com
Christine Barbour	Contracting Specialist	licensing@gpagency.com
Lindsey Jenkins	Customer Service	lindsey@gpagency.com
Brooklyn McKibben	Administrative Assistant	brooklyn@gpagency.com



APPENDIX

Quick review of DI & LTC products.

Note: GP Agency also markets a variety of fixed annuities.

There are major differences between Life, Disability, and LTCi underwriting:

- Life is concerned with mortality (how medical conditions will affect life expectancy).
- Disability Income is concerned with morbidity (the frequency and duration of disability due to medical conditions).
- Long-Term Care is concerned with how medical conditions will affect future functional and cognitive ability, and an individual's ability to perform the activities of daily living.

WHY DI?



More than one in four of today's 20-year-olds can expect to be out of work for at least **one year** because of a disabling condition before they reach the normal retirement age.

For the purpose of **Disability Income Protection**, "**Total Disability**" means an individual has been deemed by a physician to be unable to perform their job due to a sickness or injury.

The ability to earn an income is your prospect's most valuable financial asset.

Disability Income Coverage is designed to **replace a percentage of your client's income** if he or she is unable to earn an income **due to a sickness or injury for an extended period of time.**

Disability Income Sources

► Workers' Compensation

Only 1% of workers miss work due to an eligible job-related illnesses or injuries. *Most causes are not work-related; therefore, not covered by Workers' Compensation.*

► Social Security Disability Insurance

Only 34% of applicants are approved
(77% of these claims are initially rejected)

► Employer/Group Disability Coverage

Do they know how it pays? Is it portable?
Note: In 2014, 33% of workers in the private industry had long-term care coverage.

How Employers Use DI

▪ Business Overhead Expense (BOE)

This coverage is designed to reimburse small-business owners for normal and customary expenses necessary to maintain the business when impacted by a disability.

▪ Buy-Sell Agreement

A written agreement between the insured and the business entity/owner that covers the purchase price, valuation method, and transfer of the insured's ownership in the business in the event of the insured's total disability.

▪ Group LTC

As companies compete for top talent, the benefits offered to employees are key to attracting and retaining the best people. Group LTC typically offers streamlined underwriting on the group and is evaluated as a whole.

Common Causes of Disability

- Illnesses like cancer, heart attack, or diabetes cause the majority of long-term disabilities.
- Musculoskeletal disorders are the #1 cause of disabilities, such as spine/joint disorders.
- Back pain, injuries, and arthritis are also significant causes.
- Lifestyle choices and personal behavior that lead to obesity are becoming major contributing factors.

The impact can be devastating:

Nearly 60% of the people who file for bankruptcy do so because of a health crisis — and 62% of them have health insurance.

DI PLAN CONSIDERATIONS



▶ **A strong base plan with built-in benefits**

Start with a competitively priced policy with a wide range of outstanding features.

▶ **Flexible enough to align with the client's present and future needs**

What optional riders are available? Maybe your client wants their coverage to increase as their income grows or benefits that keep pace with the cost of living, etc.

▶ **A company known for strength and stability**

They may not need to use their coverage for 20-30 years, so they'll want to evaluate a firm's long-term viability by looking at its track record of financial strength.

Benefit Amount

Most policies cover between 50% and 70% of the insured's current income, typically 60%. A monthly amount is paid, up to a maximum amount as defined by the policy.

Elimination Period

This is the amount of time the insured is required to wait from the onset of a qualified disability until he/she is eligible to receive benefits. It can vary from 30 days to a year, but is typically 90 days. *The longer the elimination period, the lower the premiums.*

Benefit Period

The number of years benefits will be paid, typically 2, 5, 7, 10 years, up to a particular age, typically in the 60s. *The longer the benefit period, the higher the premiums.*

Optional Riders

Review the optional riders: inflation protection, student loan payments, retirement savings, etc.

Definition of Total Disability

- ▶ **True Own Occupation:** Unable to perform the main duties of **THEIR OCCUPATION**.
- ▶ **Any Occupation:** Unable to work in **ANY** occupation.

Tax-free Income

When your client pays for his/her DI plan with after-tax dollars, any plan benefits paid will be tax-free (according to current IRS regulations).

Policy Protection

- ▶ **Noncancelable:** A policy cannot be cancelled, except for nonpayment of premiums and can be renewed every year WITHOUT an increase in premium or a reduction in benefits.
- ▶ **Guaranteed Renewable:** A policy cannot be cancelled, except for nonpayment of premiums and can be renewed every year. However, the insurer has the right to increase premiums as long as it does so for all other policyholders in the same rating class.

Coordination of Benefits

Most insurance companies will coordinate plan benefits with other disability plans available to the insured, whether purchased or available through an employer/association. If applicable, we suggest the maximum benefit allowed be reviewed in advance of purchase.



QUALIFYING FOR DI

Three essential questions

The disability application process is very similar to the life process. The only difference is you need to provide the client's occupation, salary, and duties, and indicate whether he/she has current individual disability coverage or group coverage through their employer.

For a DI quote, go to our website, click on **Quotes > Disability**. Complete and submit the fillable online quote request form.

1. Will the client qualify based on the carrier's health requirements?

You'll need to collect the same health information required for a life insurance policy.

2. Will the client qualify financially?

- ▶ The client must be able to verify earned income for the past two years as follows:
 - Employee: W-2 and IRS 1040 or paycheck stub
 - Sole proprietor: IRS Schedule C and IRS 1040
 - Partnership: IRS 1065 and IRS 1040
 - C-Corp: IRS 1120 and W-2
 - S-Corp: IRS 1120 S, IRS 1040 and W-2
- ▶ The client must be able to document unearned income from investments, rental properties, royalties, etc.
- ▶ Does the client have current in-force DI coverage?
If yes, is it individual or group? What is the monthly benefit?
Is it taxable? Is there a cap?

- If employed and paid monthly, weekly or hourly, earned income is W-2 wages after pre-tax deductions.

- If paid on commission (through a W-2), earned income is W-2 wages after pre-tax deductions less renewal commissions.

- If paid on commission (through a 1099), earned income is pre-tax net earnings less renewal commissions.

- If business owner or professional in private practice, earned income is the amount remaining after expenses, such as rents, depreciation, utilities, transportation, inventories, etc. Provide the amount on Line 31 of IRS Schedule C.

3. Will the client qualify based on his or her occupation?

- ▶ What is the client's job title? Describe daily tasks performed on the job.
 - Does he or she work in an office? Is it in the client's home?
If so, what percentage of time is spent outside of the home conducting business?
 - Is it a managerial, administrative, technical, sales or other position?
 - Does his or her job involve physical or manual labor?
 - Is travel involved?
 - If the client is self-employed, where is his or her office?
- ▶ Does the client work full-time and 30 or more hours weekly (min. required to qualify for coverage)?

WHY LTC INSURANCE?

70% of people turning age 65 will need LTC services at some point in their lives;

nearly 41% of LTC is provided to people under age 65 (U.S. Department of Health and Human Services).

Potential causes: Multiple Sclerosis, Parkinson's disease, brain tumor, spinal cord injury, stroke, cognitive impairment, advanced age, etc. — *unfortunately the list goes on.*

Long-term care is a range of services to assist with the personal tasks of everyday life, sometimes called **activities of daily living** (assistance with eating, bathing, dressing, toileting, etc.), **which can cost up to \$50 per hour.**

"Medicare doesn't cover long-term care (also called custodial care), if that's the only care you need. Most nursing home care is custodial care." (Medicare.gov)
Medicare and/or private health insurance typically only cover medical and hospital bills and not long-term care services.

The cost of long-term care varies based on the care setting, geographic location of care and level of care required, among other things. On the home page of our website, click on the Long-Term Care Coverage icon to access Genworth's Cost of Care Survey tool, which you can use calculate the cost of long-term care across the U.S.

Click Image to Calculate LTC Costs

Compare Long Term Care Costs Across the United States

The Genworth Cost of Care Survey has been the foundation for long term care planning since 2004. Knowing the costs of different types of care - whether the care is provided at home or in a facility - can help you plan for these expenses. The 2017 survey, conducted by Carescout®, one of the most comprehensive of its kind, covering 440 regions across the U.S. and based on data collected from more than 15,000 completed surveys.

Find Your Cost of Care

North Carolina

Raleigh

+

Compare Location

Cost By Period

Daily

Monthly

Annual

Calculate Future Cost

2017

2027

2037

2047

Return to National View

Interactive Map





LTCi MARKETING

- In most states, insurance agents who sell, solicit, or negotiate Long-Term Care Partnership policies must complete an initial 8-hour LTC Partnership CE course, and then a 4-hour LTC Partnership **Review** CE every 2 years thereafter.

The requirement for Partnership CE is different from general CE. **It does NOT coordinate with your birthday**, rather, once you complete your initial 8 hours, you must complete a 4-hour review within the next 2 years to remain current. For example, if you completed your initial 8-hour LTC Partnership on August 11, 2017, you will need to complete your 4-hour LTC Partnership review by August 11, 2019, to remain compliant.

Note: We have discovered that some carriers now require this CE be precertified by ClearCert, for example, to sell John Hancock's LTC rider.

- The following materials must be presented to potential LTCi clients:
 - *NAIC Shoppers Guide* (on our website under **Forms/GPA Resources**)
 - An Outline of Coverage
 - *Medicare & You*, if your client is age 65 or older (on our website under **Forms/GPA Resources**)
- Please inform your clients that a **Personal Assessment or Face-to-Face Interview** may be requested. A licensed health practitioner (such as a nurse or social worker) will visit the prospective insured to discuss daily activities, review past and present health conditions, and assess cognitive abilities. A **telephone interview** may be requested to review the accuracy of the client's application.
- **Important Note:** Producers and financial planners are being sued for not having documentation that they offered LTCi to their clients. Thus, we have adopted a form to help producers prevent the risk of being sued by people's families when their parents decide not to buy LTCi. It is called the **Long-Term Care Insurance Coverage Waiver**, located on our website under **Forms/GPA Resources**.
- For an LTCi quote click on **Quotes > Long Term Care**. Complete and submit the fillable online quote request form.



LTC PRESCREENING

When prescreening potential LTC insurance clients to determine what rating they might receive and/or which carrier is best, you should start with the following four questions:

1. What prescriptions have you taken in the last 12 months?
Request details: reason, dosage, frequency, duration of use, prescribing physician
2. What specialists, besides your primary physician, have you seen in the last 5 years? Request details: reason/outcome, specialist's name/address
3. Height and weight?
4. Tobacco usage? If former smoker, date cessation began.

Asset Guidelines

People should consider Long-Term Care insurance if they:

- Have assets in excess of \$75,000.
- Have an annual retirement income of at least \$30,000 (a couple)/\$25,000 (an individual).
- Able to make the premium payments without the need to make lifestyle changes.
- Can absorb possible premium increases without financial difficulty.

Additional Suggestions:

- If the client's responses reveal any concerns, **consult the carrier's Underwriting Guide.**
- Request a **prescreen inquiry** with the carrier to assess your client's insurability/likely rating. You can submit a copy of the carrier's response with the application.
- **As with any insurance application, we recommend a cover letter.** Underwriters state that only one out of 50 applications has a cover letter and it can often tip the scales from a decline to an offer. A good cover letter helps personalize the application and should include any positive lifestyle activities, i.e., "Jane is a business owner, active at her church, likes to garden, travels, plays in the local chess club, works out at the gym, spends time with her grandchildren..."



LTCi PROCESSING

THE INS AND OUTS OF LTCi PROCESSING

One of the biggest challenges in selling Long Term Care insurance (LTCi) is understanding the differences between processing Life insurance and processing LTCi, which is a health insurance policy. The points below should help define the ins and outs of LTCi processing.

Long Term Care insurance is NOT like Life insurance:

APS ORDERING: Agents are not permitted to order the Attending Physician Statements (APS) as they are with Life insurance. The carriers will order their own or instruct GPAgency to order the APS. The underwriting process for LTCi may include a telephone interview, face-to-face interview, parameds, and necessary consent forms. If not properly completed with the client's signature, the carriers will stop the process.

CASE SHOPPING: Long Term Care insurers will not "shop" a case. In other words, we cannot send an informal (trial) request to several carriers to obtain the most favorable underwriting. We are, however, familiar with our carriers' underwriting criteria, and will suggest who we think may consider your client's health risk. Few options exist, however, as carrier underwriting is similar.

HEALTH RATINGS: Substandard ratings are limited, with many carriers only issuing policies without any additional ratings. These carriers will not consider flat extras or table ratings to approve an applicant they feel is likely to submit an immediate claim against the company, nor do carriers make table-rated offerings.

INFORMATION TRANSFER: LTC insurance carriers will not transfer information to other carriers upon request (Life insurance carriers will). However, some carriers may notify the Medical Information Bureau of any declines.

POLICY REPLACEMENTS: LTCi replacements in most cases will result in significantly reduced compensation under most circumstances. When replacing coverage please make sure it is in the best interest of the client.

PREMIUM SUBMISSION: Some LTC insurers require premiums to be submitted with applications to bind coverage. Other insurers do not require premiums, but the application is not bound without it. Contact GPAgency for more information.

TRAINING, TAX ADVANTAGES, AND LIABILITY:

The majority of states now require LTCi-specific Continuing Education credit or Long-Term Care Partnership Training. LTCi offers potential tax advantages to the business market and individuals. A potential liability may exist if an agent fails to offer Long Term Care insurance for protection of a client's assets and financial plan.

UNDERWRITING TIME: Underwriting LTCi may take longer than Life insurance because the carrier is evaluating morbidity and/or mortality issues. Expect underwriting to take 6 to 8 weeks unless submitted under simplified issue. In addition, some carriers now require parameds and an APS for all applicants.

GPA: Committed to Your Success

- Earn top commissions – at least street-level or higher!
- Reduce your overhead & administrative burden with our back-office support
- Expand your reach & better serve your clients with access to 50+ top-rated insurers
- Benefit from timely, expertly-crafted case design
- Increase your impact with personalized sales/marketing support

THANK YOU.

We appreciate the opportunity
to work with you!

