

A Special Publication for CENCO Related Agents

# CENCO STREET JOURNAL

Volume 9, Issue 4

April 2009

Special points of interest:

Aviva's Traditional UL is Now Approved in California



Inside this issue:

<b>SALES TIP - Follow Up With Existing Customers</b>	2
<b>Continuing Education Requirements for LTC</b>	2
<b>Term is Cheaper..... Right??</b>	3

## GUS is Here!!! Aviva's Traditional UL is Now Approved in California

Guarantee UL Solution (GUS) is a new traditional universal life policy that includes a built-in No-Lapse Guarantee (NLG), providing low cost permanent coverage guaranteed for the lifetime of the insured (or for a specified period of time).

### HIGHLIGHTS INCLUDE:

- 3% guaranteed minimum interest rate
- Face amounts as low as \$25,000 for juveniles, \$50,000 for adults
- Five underwriting classes, including Premier Non-Tobacco
- Flexible death benefit that can be increased (with evidence of insurability) or decreased as needed
- Penalty-free partial withdrawals up to 20% of the net cash value annually
- Full range of riders available, including the innovative Wellness for Life Rider that offers policy rewards for maintaining a healthy lifestyle

**Call Cenco at 800/452-3626 for More Information**

*For agent Use Only. Not intended to solicit sales from the public.*

## 2009 Aviva Webcast Corner



Each month, you will find inside the Journal, the Monthly Webcast Schedule with dates, times and passwords. Learn about the latest additions to Aviva's product portfolio, understanding indexed UL basics, indexed strategies, and more. To join the webcast, click on "Webcast Schedule" located under "Sales Resources" on the left side of the Home Page of the Aviva website.

Webcast archives can be accessed by going on to the Aviva website under *Marketing, Training* and then *Webcast Archives*. These webcasts are informative and incredibly convenient and can be accessed at any time from your desktop. Topics on Advanced Markets, Marketing, Product, Professional Growth, Software and Sales Tools are available.

**Aviva Website: <https://www.amerus.com/portal/agents/server.pt>**

## SALES TIP - Follow Up With Existing Customers

If you are not already doing so, why not set up a system to remind you of the anniversary of your disability and life insurance sales? You have already done the work of establishing relationships with your customers, so anniversaries are a good time to follow up to find out if your customers have had a change in lifestyle, like a new home, new job, promotion, new family, or if they became business owners.

If there have been such changes in your customers lives, as you revisit their insurance needs, remember to consider if they have sufficient individual disability insurance (IDI) protection.

If you previously sold IDI to your customers, in addition to considering if coverage kept up with their current needs, don't forget to determine if it is in their best interests to exercise their Future Purchase Option rider that allows them to purchase more DI coverage without evidence of insurability.

Cenco has a wide array of products to serve your clients needs. Let us help in providing your clients with the best solution for their situation. Call us today at 800/452-3626.

## Continuing Education Requirements for LTC

To protect the interests of consumers, agents who sell long-term care insurance in California are required to satisfy continuing education requirements. This helps to assure that agents have general knowledge about LTC product features, and are better prepared to advise consumers about available LTC services and insurance benefits.

Licensees must complete the initial continuing education requirements prior to being authorized to solicit sales of long term care insurance to individual consumers. In addition to the general LTC continuing education requirement, any agent who wishes to sell certified policies approved by the California Partnership for Long Term Care must complete sixteen hours of approved education prior to marketing Partnership-approved policies. This special training must include eight hours of education on long term care insurance in general and eight hours of education specifically dedicated to the California LTC Partnership Program.

Licensees selling long term care coverage are subject to the following continuing education requirements as per the Department of Insurance:

Agents licensed fewer than 4 years:

- Regular LTC - 8 hours each year
- California Partnership LTC - 8 hours each 2 year license period

Agent licensed at least 4 years:

- Regular LTC and CPLTC - 8 hours each 2 year license period

## Term Is Cheaper.....Right??



The answer is NO! Not if you have a long term need for life insurance! Here is a specific example. Assume your client is male, age 45, good health and a non-tobacco user. He needs \$500,000 of long term life insurance protection. You have asked all of the right questions and determined that he is likely to be rated preferred non-tobacco. You offer a permanent policy with \$3,421 of annual premium. This is the rate for no-lapse guarantee coverage paying premiums to age 100. He balks and asks why he should pay that premium when he can buy 20 year term for \$1,070? What do you do? Write up the application for 20 year term life or lose the sale? Before you do anything, think about whether cheap term is truly cheap?

If at age 45, your client buys the 20 year term, he will spend \$21,400 over the 20 year duration of the policy. At age 65, his choices are to re-shop or convert to a universal life plan, if he still needs the coverage. If he wants to stay with term life because it is cheaper, he can buy 10 year term for \$4,270 annually, assuming he is still preferred non-tobacco (using today's rates for someone that age). At the end of that duration, he is 75 and has spent an additional \$42,700 of premium. Assuming he still needs the coverage, his options are fewer. He has spent a total of \$64,100 of premium for this coverage to his age 75.

If he converts to a permanent policy at age 75 (using today's no-lapse guaranteed rates), he would pay \$20,229 annually for the continued coverage. If your client is fortunate to live to age 100, his total paid premium for the \$500,000 of death benefit would be \$505,725 for this last policy! All this assumes that, the now older gentleman, has the cash flow to pay for the ongoing premium! The total paid premium from age 45 to age 100 is \$569,825!!

### **THE BETTER CHOICE:**

Remember your illustration for no-lapse guaranteed coverage to age 100 with premium of \$3,421 annually? Your suggested total premium to age 100 is only \$188,155. That is \$381,670 LESS than the total premium in the prior calculation.

If you were to re-calculate the premium needed for a no-lapse guarantee benefit, but only paying for the premium to age 65, the required premium is only \$4,685 annually. Since you're only suggesting paying premium to age 65, the total required premium is only \$93,700! This is \$476,125 less than the total premium to age 100 in the first example!

This all goes to show that cheap can come at a very high price. Call us today and we'll help you design your sales solutions to fit your clients needs.

**CENCO  
INSURANCE  
MARKETING  
CORPORATION**

1501 El Camino Ave., Suite 1  
Sacramento, CA 95815

Phone: (916) 920-5251  
(800) 45-CENCO  
Fax: (916) 920-8734  
[www.cencoinsurance.com](http://www.cencoinsurance.com)

*HELPING AGENTS  
SUCCEED.....IS  
OUR BUSINESS!*



***A  
p  
r  
i  
l  
  
2  
0  
0  
9***

**Did You Know?**

Applications and forms for all of our carriers can be found on our website [www.cencoinsurance.com](http://www.cencoinsurance.com) Just click on Forms.

***The Definitive  
Marketing  
Publication  
For Life &  
Disability  
Insurance***

***Important News ...***

Looking for some background on the best low cost no-lapse guaranteed life insurance? Have questions about how to approach your special needs planning cases? **Cenco Insurance Marketing Corporation** has been a leading agency for over 30 years and we're excited to announce our new separate website dedicated to Aviva Life and Annuity. You'll find product information, training resources and more. Check it out at [www.avivaagency.com](http://www.avivaagency.com).

# CENCO

Insurance Marketing Corporation

---

## CENCO'S LIFE INSURANCE MARKETING ALLIANCE

<u>Top Carriers</u>	<u>Diversified Portfolio</u>	<u>Multiple Answers</u>
<ul style="list-style-type: none"> <li>• AmerUs/Aviva</li> <li>• American General</li> <li>• Genworth</li> <li>• West Coast</li> <li>• Lincoln Financial</li> <li>• North American</li> <li>• Guardian</li> <li>• Banner Life</li> <li>• Assurity</li> <li>• TransAmerica</li> <li>• Union Central</li> <li>• And More!</li> </ul>	<p><b>Term</b> Return of Premium</p> <p><b>Whole Life</b> Traditional Guarantees Final Expense</p> <p><b>Universal Life</b> Top Performance History Age 121/Lifetime Guarantees Single Pay</p> <p><b>Indexed Life</b> Universal Life Single Pay</p> <p><b>Survivorship</b> Universal Life Variable Life</p>	<p><b>Personal Planning</b> Income Replacement Capital Needs Estate Preservation</p> <p><b>Business Planning</b> Key Person Business Continuation Deferred Compensation Executive Bonus Premium Financing</p> <p><b>Estate Planning</b> Tax Replacement Charitable Planning</p>

## CENCO'S DISABILITY INSURANCE MARKETING ALLIANCE

<u>Top Carriers</u>	<u>Multiple Answers</u>
<ul style="list-style-type: none"> <li>• Standard</li> <li>• Guardian</li> <li>• Assurity</li> <li>• Union Central</li> <li>• Principal</li> </ul>	<ul style="list-style-type: none"> <li>• Own Occupation</li> <li>• Income Replacement</li> <li>• Business Overhead Expense</li> <li>• Buy Out Business Protection</li> <li>• Group LTD Wrap</li> <li>• Salary Continuation</li> <li>• Business Owner Carve Out</li> <li>• Simplified Issue</li> </ul>

## CENCO'S LONG TERM CARE INSURANCE MARKETING ALLIANCE

<u>Top Carriers</u>	<u>Multiple Answers</u>
<ul style="list-style-type: none"> <li>• Genworth</li> <li>• John Hancock</li> <li>• Met Life</li> <li>• Prudential</li> <li>• Berkshire</li> </ul>	<ul style="list-style-type: none"> <li>• California Partnership</li> <li>• Facility Only</li> <li>• Endorsed Group Discount</li> <li>• Executive Carve Out</li> </ul>



# Monthly Webcast SCHEDULE



## Webcast Login Instructions

1. Log into Aviva Live and click "**Webcast Schedule**" on the left side of the page.
2. Click on the "**Join Webcast**" button next to each header.
3. Enter your name and email address.
4. Enter the meeting password listed under each webcast below.
5. Click "Join"

**To join the teleconference:**

**Call toll free (US/Canada): 866-469-3239**

Advanced Markets

Just The Facts

Products

Software

## Advanced Markets Webcasts

### Sales Idea of The Month: Small Business Basics

Join Dave Graham of Aviva's Advanced Markets Group as he opens up the world of sales opportunities to owners of closely held businesses. Dave will take you through the types of businesses, the different sales concepts, and how to match up the right sale with the right type of business.

April 6, 10:00 AM CDT  
Meeting Password: **avivaidea**

Join Webcast

April 20, 2:00 PM CDT  
Meeting Password: **avivaidea**

Join Webcast

## Just The Facts Webcasts

Don't have time to spend on our full length webcasts, participate in our "Just the Facts" webcast sessions. Each class has been designed provide you the "need to know" information on topics such as products, software, sales ideas and Advanced Markets concepts all within **10 minutes or less**.

**Patriot Solution II\***  
April 1, 10:00 AM CDT  
Meeting Password: **patriot**

Join Webcast

**Policy Annual Statements**  
April 15, 2:00 PM CDT  
Meeting Password: **statement**

Join Webcast

\*Patriot Solution II is sold as Capital Solution II in the state of New York.

## Product Webcasts

### **Wellness for Life Program\***

Learn about this unique rider that's designed to help you realize the benefits of living a healthy lifestyle. Now, when you purchase life insurance through Aviva, you can add the rider and elect to take advantage of services from Mayo Clinic Health Solutions that may help maintain or improve your health! Also learn about Wellness 2 with Guarantees!

### **Wellness for Life Program**

April 6, 2:00 PM CDT

Meeting Password: **wellness**

[Join Webcast](#)

### **How To Impact Your Life Sales With Wellness Rewards**

April 20, 10:00 AM CDT

Meeting Password: **rewards**

[Join Webcast](#)

\* The Wellness for Life Program is not available for sale in the state of New York at this time. Availability may vary by state.

### **Guarantee UL Solution**

April 2, 2:00 PM CDT

Meeting Password: **avivagus**

[Join Webcast](#)

### **2008 Term**

April 7, 10:00 AM CDT

Meeting Password: **avivaterm**

[Join Webcast](#)

### **Introduction to Indexed UL Strategies**

April 8, 1:00 PM CDT

Meeting Password: **strategy**

[Join Webcast](#)

### **Introduction to Indexed Universal Life**

April 9, 10:00 AM CDT

Meeting Password: **avivaiul**

[Join Webcast](#)

### **Understanding Policy Loans**

April 13, 1:00 PM CDT

Meeting Password: **avivaloan**

[Join Webcast](#)

### **Advantage Builder II**

April 15, 10:00 AM CDT

Meeting Password: **advantage**

[Join Webcast](#)

### **Single Premium UL**

April 16, 1:00 PM CDT

Meeting Password: **avivaspl**

[Join Webcast](#)

### **New Business Tele-App**

April 28, 10:00 AM CDT

Meeting Password: **avivaapp**

[Join Webcast](#)

### **Lifetime Builder II**

April 30, 1:00 AM CDT

Meeting Password: **lifetime**

[Join Webcast](#)

## Software Webcasts

**Life Portraits Sales Solutions - The Basics**

April 14, 2:00 PM CST

Meeting Password: **avivalpss**

[Join Webcast](#)

**Sales Tools for your Success**

April 21, 1:00 PM CDT

Meeting Password: **avivatools**

[Join Webcast](#)

**E-Application Feature of LPSS**

April 29, 10:00 AM CDT

Meeting Password: **avivaeapp**

[Join Webcast](#)

**If you have any questions about the webcasts listed above, please contact  
Distribution Services at (800) 801-1486 ext. 2396**