



The Standard is pleased to announce

Occupation Class Upgrades and Additional Discounts on The Business ProtectorSM

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Later this year or in 2011, The Standard expects to file a new business overhead expense disability insurance policy form to replace The Business ProtectorSM.

In the meantime, we are pleased to announce that new policy owners in all occupation classes will receive an upgrade of one occupation class in addition to any increase available through the Business Owner Upgrade. Also 5A occupations will receive a 10% discount off gender-distinct rates*. In addition to the increase in occupation class, customers may also apply for the higher issue limits associated with their newly assigned occupation class.

*Discounts cannot be combined; only one discount per policy. Current multi-life and association discount rules remain in effect.

Here's how it works

Step 1

Determine the base occupation class using the Occupation Class lookup in The Standard's IDI illustration software or the online reference version of The Protector SeriesSM product guide, [form 9251REF](#).



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Step 2

Determine if the customer is eligible for an occupation class upgrade using the [Business Owner Upgrade](#). Increase the occupation class by one level if eligible.

Step 3

Take the occupation class, including any upgrade from step 2, and increase the occupation class by one level.

Step 4

If the occupation class, including any upgrade after Step 2, is 5A, discount the premium rates by 10%. If the occupation class only becomes 5A as a result of an increase in step 3, this additional 10% discount is not applicable, but any multi-life or association discount will still be available.

Step 5

Enter the occupation class after Step 3 in the illustration software. Include the 10% discount, if eligible.

How to illustrate

In order to illustrate these changes, please adjust occupation classes within the Illustration software. To illustrate the 10% discount for eligible 5A occupation class, quote using either the *Association* or *Multi-Life* discount options on the *Product* tab of the illustration software.

Table showing change

STEP

ONE	TWO		THREE	FOUR	FIVE
Original Occupation Class	Eligible For Business Owner Upgrade?	Class After Business Owner Upgrade	One Class Upgrade	10% Discount?	
5A	No	5A	5A	Yes	5A with 10% Discount
4A	Yes	5A	5A	Yes	5A with 10% Discount
	No	4A	5A	No	5A
3A	Yes	4A	5A	No	5A
	No	3A	4A	No	4A
2A	Yes	3A	4A	No	4A
	No	2A	3A	No	3A
A	Yes	2A	3A	No	3A
	No	A	2A	No	2A
B	Yes	A	2A	No	2A
	No	B	A	No	A

Examples demonstrating how the change works

Example 1

1. Anesthesiologist (occ class 3A for The Business Protector).
2. Occupation is not eligible for the Business Owner Upgrade
3. Increase the occupation class to 4A as provided for in this announcement
4. Not eligible for discount as a result of this announcement
5. Enter Occupation class 4A into illustration software

Example 2

1. Antiques buyer (occ class 3A for The Business Protector)
2. Occupation is eligible for the Business Owner Upgrade and applicant qualifies under the Business Owner Upgrade guidelines, making it 4A
3. Increase the occupation class to 5A as a result of this announcement

4. Not eligible for discount as provided for in this announcement
5. Enter occupation class 5A into illustration software

Example 3

1. Large Animal Veterinarian (occ class 4A for The Business Protector)
2. Occupation is not eligible for the Business Owner Upgrade
3. Increase the occupation class as provided for in this announcement
4. Not eligible for discount as a result of this announcement
5. Final Occupation class: 5A

Example 4

1. Landscape Architect (occ class 4A for The Business Protector)
2. Occupation is eligible for the Business Owner Upgrade and applicant qualifies under the Business Owner Upgrade guidelines making it 5A.
3. Occupation is at highest level and therefore is unable to benefit from upgrade as a result of this announcement
4. Occupation is eligible for 10% discount as provided for in this announcement
5. Final Occupation class is 5A with 10% discount

Example 5

1. Attorney (occ class 5A for The Business Protector)
2. Occupation is at highest level and therefore does not benefit from the Business Owner Upgrade
3. Occupation is at highest level and therefore does not benefit from an occupation class upgrade as a result of this announcement
4. Occupation is eligible for 10% discount as provided for in this

announcement

5. Final Occupation class is 5A with 10% discount

Please note

This change may result in different occupation classes for the same insureds if they are purchasing multiple products or if they already have policies in force with The Standard.

Occupation classes will remain unchanged for The Protector+, The Protector and The Business Equity Protector.

If the Future Purchase Option (FPO) Rider is purchased with The Business Protector and the base policy has a 10% 5A discount, underwriting rules at the time of the FPO exercise will determine discount eligibility for any additional coverage.

Marketing Materials

We are in the process of updating producer and consumer materials to reflect the changes announced in this communication.

Transition Rules

Pending Business

Pending IDI applications for The Business Protector that are in underwriting or have been recently issued, but not yet placed, may be eligible for the increased occupation class and/or discount as a result of these changes. Please contact your Customer Management Specialist.

Policies Already in Force

Policies delivered to the insured on or after 2/4/10 may be exchanged for a policy with the new occupation class and/or discount by request. The last date to initiate the request for exchange to receive the higher occupation class and/or discount is 4/4/10. Producers whose cases were delivered to the insured before 2/4/10 or those that fall after the 4/4/10 notification deadline must submit a new fully underwritten application in order to receive the new occupation class upgrade or discount. For the purpose of producer commissions, any change to a policy already in force will be

treated as a replacement and additional commissions are payable only to the extent of a premium increase. Changes to policies recently placed that result in a reduction in premium, will show a reduction in commissions. For more information or to initiate such a change, please contact your Customer Management Specialist.


Any increase in occupation class and/or discount and/or benefit limits to either pending or in force policies require underwriter approval.

Standard Insurance Company

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