



# INFORMATION CIRCULAR

**DATE:** February 15, 2018 **N° 2018-05**  
**CATEGORY:** **INSURANCE**  
**TO:** Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts  
**SUBJECT:** Fast & Full® Life App. earns 10% more than paper – new promotion

Effective February 15, 2018, we are increasing first year commission rates for life insurance sales submitted through our Fast & Full Life Application by up to 5% FYC compared to paper applications, which means the amount of first year commissions can be 10% more for Fast & Full Life App. sales vs paper. This additional first year commission is eligible for basic bonus commission. There is no change to the commission rate for additional benefits.

### New Fast & Full Life App promotion details

- First year commission rates on sales submitted through our Fast & Full Life App. are up to 5% FYC more compared to first year commission rates for sales via paper applications.
- The following table summarizes first year commission rates for sales submitted via paper versus Fast & Full Life App.

Product	Policy Year 1 (FYC) Commission Rate	
	Paper	Fast & Full
EstateMax & Optimax Wealth Life Pay & 20 Pay	50%	55%
EstateMax & Optimax Wealth 8 Pay & Solution ART	25%	27.5%
Solution 10 & Solution 20	45%	50%
Solution 30 & Solution 100	50%	55%
CI Protect & CI Protect Plus	45%	50%
Additional benefits	70%	70%

- There are no commission rate changes for additional benefits or policy years other than the first policy year.\*

### What's new on Fast & Full?

- Our latest enhancement, PAD-on-Approval, allows for payment of the initial premium by Pre-Authorized Debit upon application approval. It is ideal for owners who want confirmation of application approval prior to paying the first premium and the application is not eligible for auto-approval and does not include temporary insurance coverage.

### Benefits of Fast & Full

- Features like PAD-on-Approval and eContract Delivery speed up the application and contract delivery process and allow Advisors to focus on growing their business.
- Saves time and can result in applications being settled faster (3 days vs. 24 days for paper applications\*\*).
- eContract Delivery reduces paper and courier costs, with the potential for contract delivery within 24 hours of Empire Life receiving an auto approved application.\*\*\*

### Reference

**Mike Stocks**, Vice President and Chief Marketing Officer, Retail

\* This promotion can be withdrawn by Empire Life at any time.

\*\* Time to issue policy for Fast & Full Life Applications using eHQ that receive auto-approval vs. paper applications, Jan-Dec 2017 - Empire data on file.

\*\*\* Available on coverage amounts up to \$499,999, ages 18-49.