

DATE: January 18, 2019 **N° 2019-03**
CATEGORY: **INSURANCE**
TO: Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts
SUBJECT: Commission Bonus – Fast & Full® earns 10% more than paper in 2019

We are pleased to announce that Empire Life is extending the current +10% FYC (first year commission) bonus on life insurance sales submitted through our Fast & Full Life Application. This additional commission is eligible for bonus commission.

Fast & Full saves time and helps you settle apps faster – **3 days vs 27 days for paper applications*** – while reducing printing and delivery costs.

Commission schedule details

- Fast & Full Life Applications earns 10% more FYC compared to paper applications submitted in 2019.
- The following table summarizes first year commission rates for paper versus Fast & Full.

Product	Paper FYC	Fast & Full FYC
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%
(NEW) Guaranteed Life Protect	35%	38.5%
CI Protect & CI Protect Plus	45%	50%
Additional benefits (does not apply)	70%	70%

What's new on Fast & Full?

- New Guaranteed Life Protect™ is now available. Our Guaranteed Issue life insurance product provides guaranteed cash surrender values and paid-up values and is designed to help Canadians ages 40-75 protect their loved ones, without answering any health questions.
- New increase on Non-Face-To-Face (NFTF) maximum limits from \$2.5 Million to \$5 Million on the Fast & Full Life Application.
- CI Protect 20 & CI Protect Plus 20 are also available. Save on the policy fee by adding a CI Protect 20 or CI Protect Plus 20 rider to our Solution 20 instead of as a separate policy.

Benefits of Fast & Full

- Features like PAD-on-Approval and eContract Delivery speed up the application process and allow Advisors to focus on growing their business.
- Saves time and settles applications faster (3 days vs. 27 days for paper applications).*
- eContract Delivery reduces paper and courier costs, with the potential for contract delivery within 24 hours of receiving auto approved applications.**

Reference

Mike Stocks, Vice President and Chief Marketing Officer, Retail

* Time to issue for Fast & Full Life Applications using eHQ auto-approval vs. paper applications, Jan – Nov 2018 - Empire data on file.

** Available on coverage amounts up to \$499,999, ages 18-49 Empire Life reserves the right to change the commission schedule with not less than thirty (30) days' notice..