



INFORMATION CIRCULAR

DATE: March 25, 2022 **N° 2022-08**
CATEGORY: **INSURANCE**
TO: Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts
SUBJECT: **The BIGGER eBundle Bonus is extended: keep earning up to 20% more FYC with the Fast & Full® Life App vs. paper applications until June 30, 2022!**

Until June 30, 2022, advisors will be able to earn up to 15% or 20% more first year commission (FYC)¹ on life and health products when they submit the application electronically using the Fast & Full Life App and clients select and complete the Electronic Health Questionnaire (eHQ) and choose and receive eContract Delivery as compared to submitting paper applications and receiving a paper contract. Advisors will still earn 10% more FYC when a Fast & Full Life App is submitted vs. paper and can now earn **up to** an additional 5% FYC for participating whole life products or an additional 10% FYC for all other life and health products when both the eHQ and the eContract Delivery options are selected in the Fast & Full Life App and the contract is delivered electronically.

Commission schedule details

The following table summarizes first year commission rates by product when applications are submitted using a paper application versus the Fast & Full Life App with and without using eHQ and eContract Delivery. When both eHQ and eContract Delivery are selected and completed in the Fast & Full Life App, Solution Series®, CI Protect®, CI Protect Plus®, Guaranteed Life Protect™ and Empire Life Disability Credit Protect™ products earn 10% more FYC vs. paper, while Estate Max® and Optimax Wealth® products earn 5% more FYC vs. paper.

Product	FYC rates			
	Paper	Fast & Full Life App Bonus Program		eBUNDLE BONUS for Fast & Full Life Apps with eHQ and eContract Delivery vs. Paper
		Fast & Full	Fast & Full with eHQ and eContract	
Solution 10 & Solution 20	45%	50%	55%	+20%
Solution 25	47.5%	52.5%	57%	
Solution 30 & Solution 100	50%	55%	60%	
Solution ART	25%	27.5%	30%	
Guaranteed Life Protect	35%	38.5%	42%	
CI Protect & CI Protect Plus	45%	50%	55%	
Empire Life Disability Credit Protect	35%	38.5%	42%	
EstateMax & Optimax Wealth Life Pay & 20 Pay	50%	55%	57.5%	+15%
EstateMax & Optimax Wealth 10 Pay	35%	38.5%	40%	
EstateMax & Optimax Wealth 8 Pay	25%	27.5%	29%	
Additional benefits (bonuses do not apply)	70%	70%	70%	

Fee for requesting paper contacts on policies issues via eContract Delivery

If a paper contract is requested within 90 days of the application submission date for a policy issued via eContract Delivery, a \$20 administrative fee will be assessed to the advisor.

Corporate owners

Please note that policies with corporate owners are not eligible for eContract Delivery and therefore are not eligible for this promotion.

Benefits of the Fast & Full Life App

There has never been a better time to use the award-winning Fast & Full Life App. With fully-integrated screen sharing software, Non-Face-to-Face client meetings are simple, fast and easy. Did you know that in the second half of 2021, over 50% of Fast & Full applications that used the eHQ were issued within 5 business days² vs. fewer than 10% where a PHI was requested? The eHQ and eContract Delivery options are FASTER and MORE CONVENIENT for clients and can earn advisors more commission!

Reference

Mike Stocks, Vice President and Chief Marketing Officer, Retail

¹The additional FYC qualifies for bonuses and is available on life and health insurance products in contracts issued based on applications submitted using the Fast & Full Life App. This promotion may be withdrawn by Empire Life at any time.

²Median time to issue contracts based on Fast & Full Life Application vs. paper application that use eHQ, are "auto-approved", eContract delivery is selected and owner(s) and life insured(s) validate email addresses when application is signed. Empire data on file from June 30, 2021 to December 31, 2021.