

EMPIRE LIFE INFORMATION CIRCULAR

DATE:	March 9, 2023	Nº 2023-06
CATEGORY:	INSURANCE	
TO:	Managing General Agents, Associate General Agents, Advisors, General Agents and National Accounts	
SUBJECT:	New Solution 15™ Term Life Insurance	

Effective March 9, 2023, Empire Life is pleased to announce the addition of a new 15-year term life insurance product, **Solution 15™** to our Solution Series® product portfolio. The Solution 15 product will be available for both Fast & Full® and paper applications.

Solution 15 is a renewable and convertible term life insurance product with guaranteed initial and renewal premiums as follows:

- Level premiums for the first 15 years;
- Premiums increase every 15 years until premium renewal after age 70 and thereafter remain level to age 100; and
- At age 100, the coverage becomes fully paid-up.

Product Details	Target audience	Shorter term life insurance coverage for a variety of needs including: <ul style="list-style-type: none"> • Family income replacement • Short term debts
	Issue ages	18 to 70
	Coverage types	<ul style="list-style-type: none"> • Single Life • Joint-First-to-die (2 lives) • Joint-Last-to-die (2 lives) • Multi-life (2 lives)
	Minimum coverage	\$25,000 \$10,000 ages 66 - 70
	Maximum coverage	\$10,000,000
	Premium banding	<ul style="list-style-type: none"> • Under \$100,000 • \$100,000 – \$249,999 • \$250,000 – \$499,999 • \$500,000 – \$999,999 • \$1,000,000 and above
	Preferred underwriting	For amounts \$1,000,001 and up <ul style="list-style-type: none"> • Elite non-smoker • Preferred non-smoker • Preferred smoker
	Conversion	Up to age 75
	Term Exchange Program	Can exchange within the first 7 years to a Solution 25 or Solution 30, subject to business rules.

Expected competitive rankings for premiums for first 15 years¹

98% overall rank within the top 2 in the marketplace against comparable products for ALL ages, premium bandings, males and females.

Coverage: \$250,000	Expected Rankings for Premiums for first 15 years		
	Age 30	Age 40	Age 50
Female Standard non-smoker	1	1	1
Male Standard non-smoker	1	1	2

Coverage: \$500,000	Expected Rankings for Premiums for first 15 years		
	Age 30	Age 40	Age 50
Female Standard non-smoker	1	2	1
Male Standard non-smoker	2	2	2

Commissions

Policy Year 1*	Policy Years 2 to 5	Policy Years 6+
<ul style="list-style-type: none"> 55% for Fast & Full with eHQ and ePolicy² 	5%	2%
<ul style="list-style-type: none"> 50% for Fast & Full 		
<ul style="list-style-type: none"> 45% for Paper app 		

*For the Term Exchange Program, the first-year commission is reduced to 25%

Illustrator updates

Solution 15 can only be illustrated on Empire’s eVision Insurance Illustrator™. Please note, as Empire Life plans to discontinue our previous illustration system (Envision) during 2023, Solution 15 is not available for illustrations on that platform.

Applications

Simply apply online using our Fast & Full Application process. For Fast & Full Life Applications using eHQ and eContract delivery options— contracts may be issued nearly 5X faster vs. paper applications – with over half issued in fewer than 13 days³.

If using our paper application process, complete:

- Life and Health Insurance Application (D-0082); and
- The NEW Solution 15 addendum D-0082C.

Sales support

If you have any questions or to request product illustrations, you can contact your Empire Life Sales Representative or the Sales Centre by calling 1-866-894-6182 or by email at salescentre@empire.ca.

Reference

Angela Chapman
Insurance Product Manager, Retail Insurance Product Marketing

¹Expected premium rankings are based on the proposed annual premiums for the first 15 years for Solution 15 compared to the annual premiums quoted on LifeGuide on February 4, 2023, for the first 15 years for 9 other comparable 15-year term products, for the ages, coverage amounts and risk classes shown for male and female life insureds.

² Additional FYC is bonusable. Available on all life insurance products and applications using the Fast & Full Life Application. This promotion can be withdrawn by Empire Life at any time.

³Median time-to-issue contracts based on Fast & Full Life 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 vs paper application. Empire Life data on file from December 15 to December 31, 2022.