

CBS | BROKERAGE

OUR GOAL IS YOUR LEGACY

EST. 2008

SHAKOPEE, MINNESOTA

DISABILITY INSURANCE

Income Protection
Opportunities For Your Practice

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WHY SHOULD YOU SELL DI?

Persistency

Reoccurring
revenue
stream

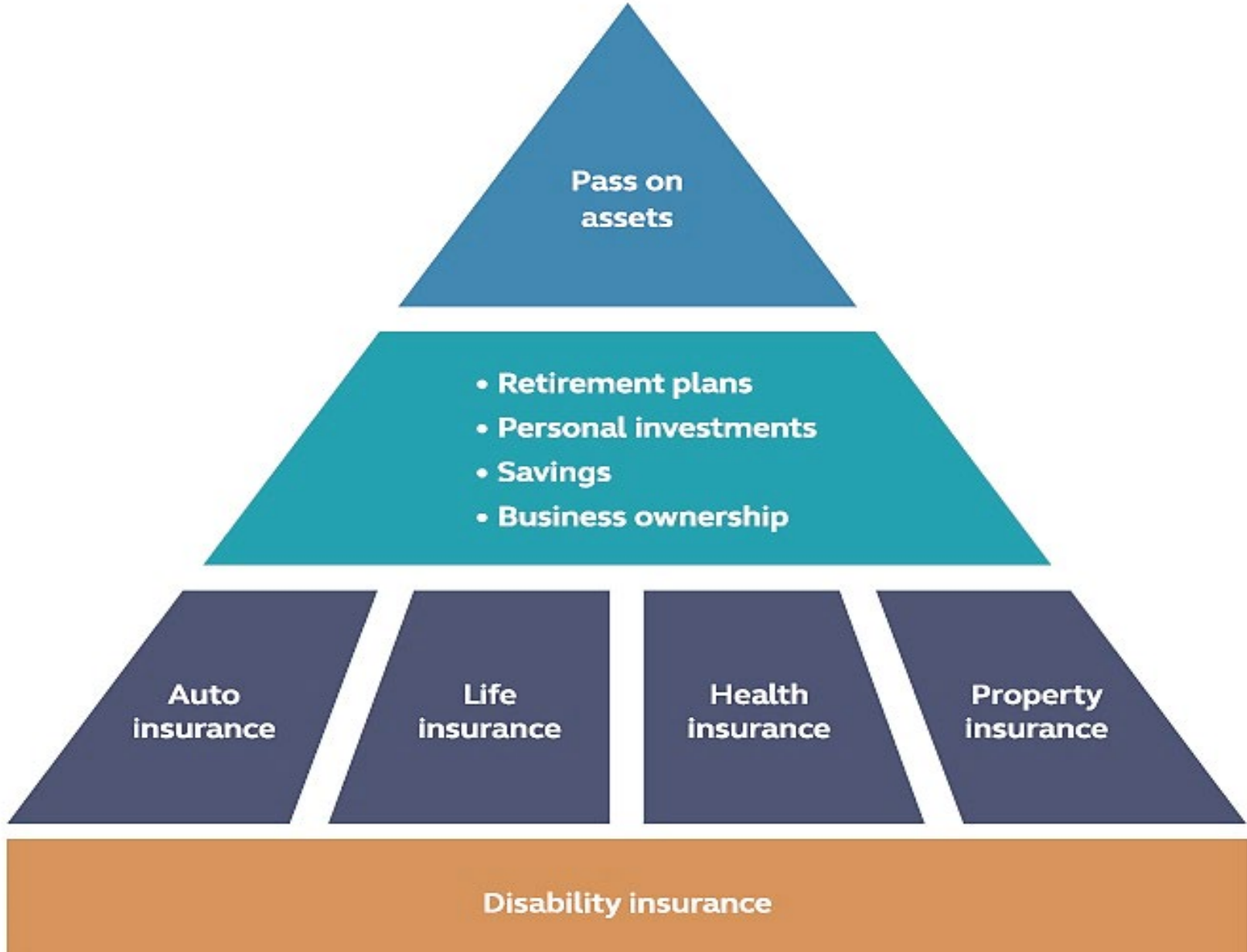
Increase
referral
base

Offer what
the
competition
isn't

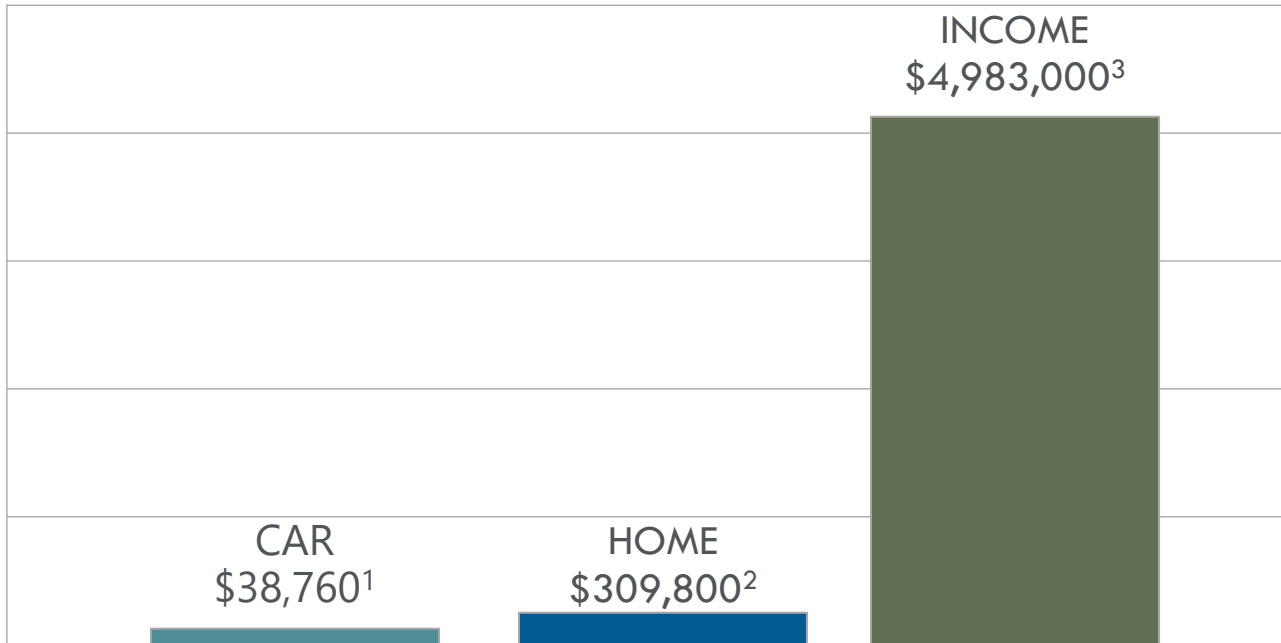
Increase
consumer
awareness

Prospecting
tool





WHAT IS A PERSON'S MOST VALUABLE ASSET?



The ability to work and earn an income is the most valuable asset.

¹ "Average New-Vehicle Prices Up Nearly 1.3% Year-Over-Year in November 2020", www.mediaroom.kbb.com, December 1, 2020.

² National median existing single-family sale, 2020, National Association of REALTORS®.

³ Projected cumulative income of a 35-year-old earning \$6,250/month (\$75,000 annually), assuming a 5% annual increase to age 65, Principal.

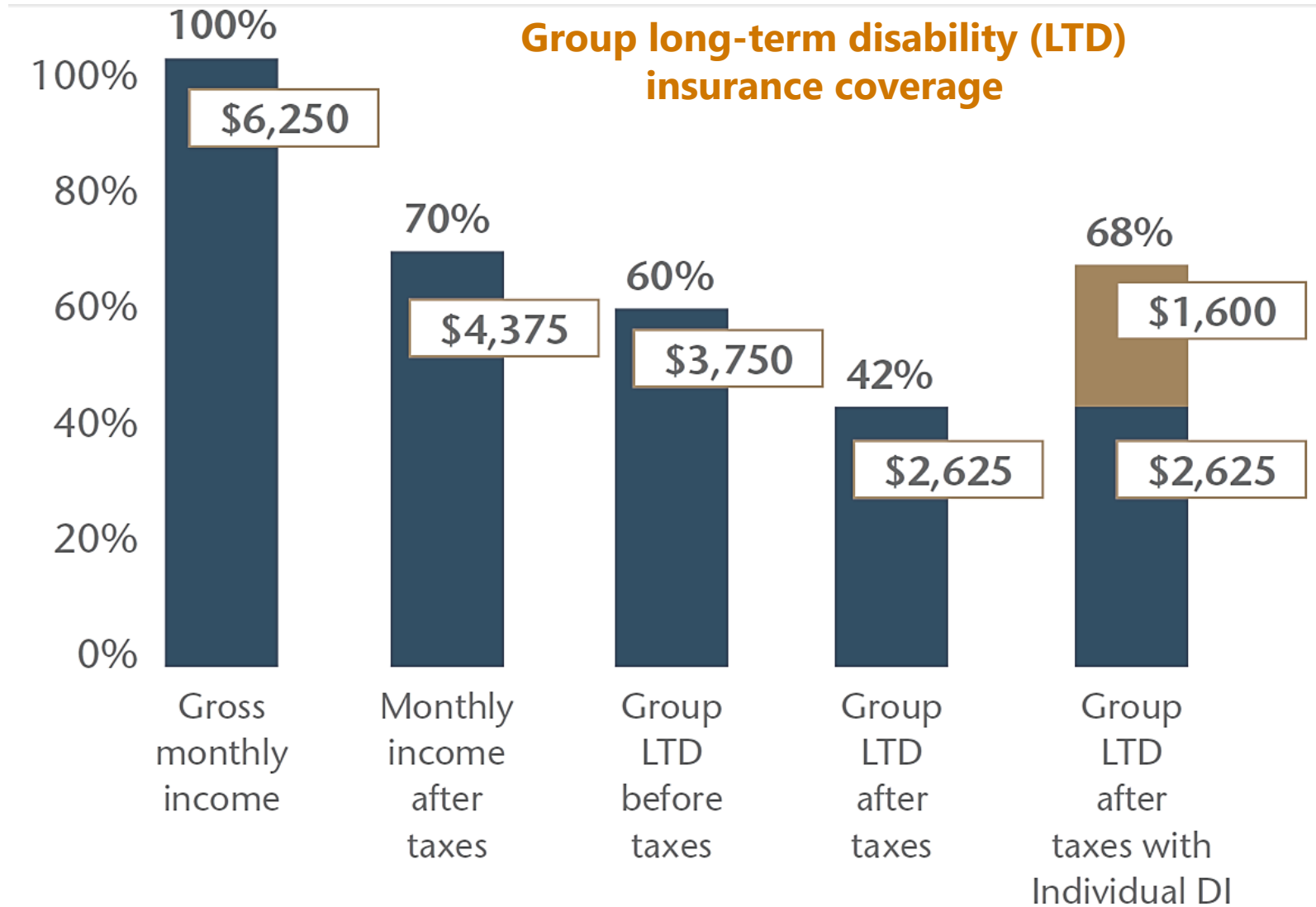
IMPORTANT QUESTIONS TO ASK

- ✓ After you pay all your bills, how much of your paycheck do you have left?
- ✓ What would happen to your income?
- ✓ How would your current lifestyle be maintained?
- ✓ Where would money come from to pay bills?
- ✓ What happens to retirement savings and other financial goals?
- ✓ Is Group Long-Term Disability insurance in place?



AVAILABLE DISABILITY INCOME SOURCES

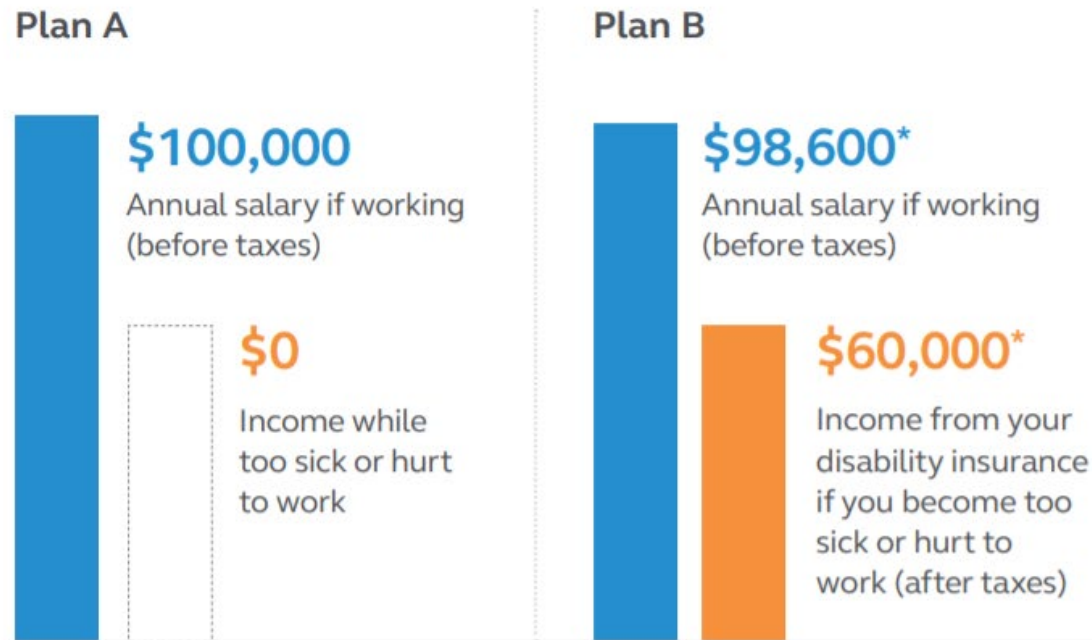
Chart based on \$6,250 gross monthly income (\$75,000 annually), with 60% group long-term disability program, assuming a 30% tax bracket for Federal, State and FICA.



Source: Principal's Individual Disability Income Insurance Presentation, September 2020

EVERYONE NEEDS A “PLAN B”

We know things don't always go as planned in life. That's why it's important for your clients to have a Plan B in place so they can keep living their best life.



For a small percentage of their salary, disability insurance can help protect the asset your clients rely on most – their income.

* 100,000 less \$1,400 in hypothetical annual disability income insurance premiums. Premiums and \$5,000 monthly benefit amount depend on various factors. Your local representative can illustrate the exact amount you're eligible for based on current underwriting guidelines. This a hypothetical example only.

Source: Principal's Individual Disability Income Insurance Presentation, September 2020



50% of Americans without coverage would use their savings to help pay for basic living expenses because of a disability.

Facts from LIMRA,
2020 Disability Insurance
Awareness Month





DISABILITY INCOME MARKETING IDEAS



MUG Plan

Simplified Underwriting

Coverage can be inexpensive

Buy your own coverage



THE EASY WAY TO EXPLAIN DI



Mortgage



Utilities



Groceries



The M.U.G.[®] Plan

THE NEED

We help people like your clients with income protection

Take a look at the individuals who receive a monthly benefit that works much like a paycheck from their disability policies:

Occupation	Age at policy purchase	Age at disability	Condition	Claim amount paid	Claim duration (months)	Type of insurance
Dentist	56	62	Head/neck cancer	\$125,000	3	Key Person Replacement
Radiologist	30	36	Bipolar disorder	\$121,725	4	Disability Income
Business owner	34	46	Multiple sclerosis	\$62,745	10	Disability Income
Marine engineer	46	64	Shoulder injury	\$145,200	24	Disability Income
Dentist	36	56	Hand arthritis	\$299,623	Lump sum	Disability Buy-Out
Real estate sales	41	56	Lung cancer	\$194,588	11	Overhead Expense
Doctor	31	36	Breast cancer	\$91,650	5	Disability Income
Graphic designer	42	52	Brain hemorrhage	\$703,689	60	Disability Income

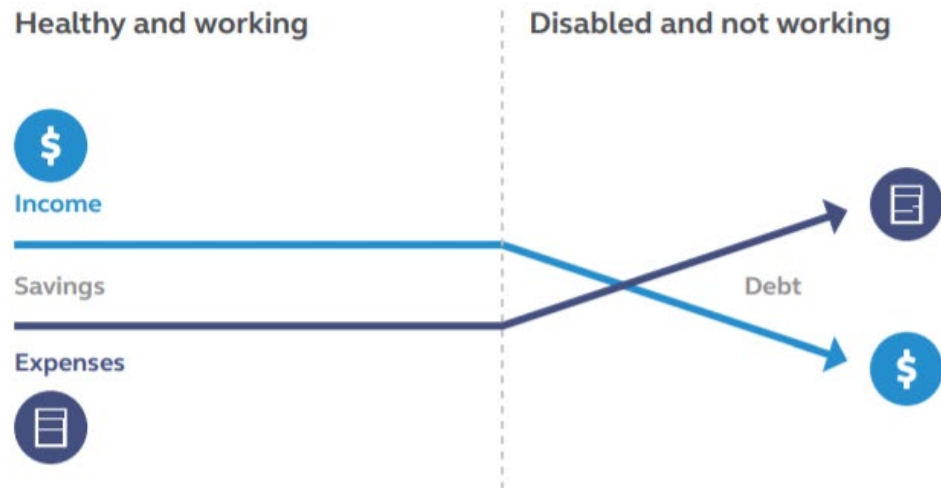
Source: Active Principal Disability claims payments through September 2019. The above is for illustrative purposes only and is not intended as a comprehensive representation of circumstances surrounding the claims displayed, an inclusive representation of all claims, or a promise to pay specific claims.

THE NEED

A disability can mean big changes in expenses

When an illness or injury prevents you from working, two things often happen:

- Your income decreases or stops
- Expenses increase



During a disability...

Regular expenses continue:

- Food
- Child care
- Housing
- Student loan payment
- Cars
- Insurance premiums
- Utilities
- Savings for retirement
- Internet
- Plus, much more

Plus, new disability-related expenses begin:

- Insurance co-pays
- Medical costs not covered by insurance
- In-home care
- Home modifications
- COBRA premiums

Source: Principal's Individual Disability Income Insurance Presentation, September 2020

AFFORDABILITY AND VALUE

The dynamic duo of coverage

When you think of health insurance, don't forget its partner – disability insurance. Together, they help pay the bills:



The infographic is divided into two main sections by a vertical line, with a central illustration of a family (father, mother, two children, and a cat) positioned between them. The left section is titled 'Health insurance covers:' and lists medical expenses. The right section is titled 'Disability insurance provides funds for:' and lists various living and financial needs. The entire graphic is set against a light blue background.

Health insurance covers:

- Hospital bills
- Doctor's bills
- Medications
- Other medical treatments

Disability insurance provides funds for:

- Food
- Clothing
- Housing
- Student loans
- Transportation
- Personal technology
- Insurance
- Retirement saving
- College saving
- Medical expenses not covered by health insurance
- Much, much more!

You and your family

Source: Principal's Individual Disability Income Insurance Presentation, September 2020



SIMPLIFIED ISSUE GUIDELINES

Principal

up to
\$10,000
monthly
benefit
to age
50

Standard

up to
\$10,000
monthly
benefit
to age
45

Assurity

up to
\$3,000
monthly
benefit
to age
50

Illinois
Mutual

up to
\$3,000
monthly
benefit
to age
60

Mutual of
Omaha

up to
\$3,000
monthly
benefit
to age
60

BUSINESS PROTECTION PRODUCTS

Business Overhead Expense

Business Loan Protection

Key Person Protection

Disability Buy-Out Plan





TAKE ACTION NOW!

- Evaluate your personal coverage and discount opportunities
- Review your current book of business
- Create a marketing campaign
- Continue training
- Utilize CBS Brokerage





THANK YOU!

Contact CBS Brokerage

763.450.1870

www.cbsbrokerage.net

