



Genworth<sup>SM</sup>  
Financial

*Built on GE Heritage*

## SMALL BUSINESS DISCOUNT AND APPLICATION PROCESS

### OFFERING LONG TERM CARE INSURANCE MAY BE ONE OF THE BEST WAYS TO REWARD EMPLOYEES

Long term care may be one of the largest and most expensive issues on the horizon for American businesses. The financial impact of a long term care need increases every year, and may effect the employer with lost productivity for employers or even lost wages for employees. Offering long term care insurance may be an affordable and flexible solution providing employers and their employees a chance to plan ahead and possibly reduce the impact of a long term care event.

Imagine how different home life could be for employees with a family member who needs care and owns long term care insurance. Fewer people may struggle with two jobs — one paid and one unpaid — as long term care insurance provides the funding for the care of their loved ones.

#### Discount Description

The Small Business Discount is a 5% discount taken from the net premium after all applicable discounts have been applied.

Example: Couple from Ohio: \$1000 base premium, qualifies for the Couple's Discount and the Small Business Discount:

$\$1,000 - 40\% \text{ Couple's Discount} = \$600$

$\$600 - 5\% \text{ Small Business Discount} = \$570$   
(\\$30 discount)

#### Availability

This discount is only available on Privileged Choice<sup>®</sup> and Classic Select<sup>SM</sup> products.

#### Eligibility Criteria

This discount is available to any small business that meets the following criteria:

- May be either "for profit" or "not for profit"
- Has an Employer Identification Number
- Must submit a minimum of five lives from an approved state, based on the applicant's resident state. The *five* lives includes internal replacement cases and a shared policy counts as two lives.
- Has at least one full-time employee.  
(Note: that employee does not have to be one of the five lives submitted)

*Small business owners know that it is crucial in today's labor market to provide competitive benefit packages and perks. Offering Long Term Care Insurance may be one of the best new ways to reward employees and stay competitive, without major financial burdens.*

*Long Term Care Insurance  
products underwritten by  
Genworth Life  
Insurance Company*

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*Each of the minimum five lives must be submitted from an approved state, based on the applicant's resident state. Applications signed in a non-approved state can be included in the group but will not be counted toward the five lives minimum and will not receive the discount.*

*You will use WinFlex to illustrate the discount and it will be included in the Schedule Page sent with the policy.*

Eligible individuals must be either full-time or part-time (on payroll) employees, officers, directors, owners, retirees, spouses or eligible unmarried partners. The policyholder may keep the discount for the life of the policy, regardless of whether he or she leaves the business in the future.

Members of an association, subscribers, volunteers, contractors and consultants to the business are not eligible for the Small Business Discount.

### **Billing Options**

There are two types of billing services available: Direct Bill and List Bill

With Direct Billing there will be a separate bill for each policy. The bill can be sent to the business or the policyholder.

With List Bill the business will receive one bill that includes all current participating policies. Three policies must be issued and maintained for List Billing.

List Bills with less than three policies will be dissolved and policies will be changed to Direct Bill. The business may elect to utilize a combination of both billing methods.

### **Policy Issue**

Policies for businesses that have not qualified for the discount will be issued without the discount. If it is later determined that the business is eligible for the discount, the discount will be added to eligible issued policies as of their policy effective date.

### **Easy Three Step Application Process**

#### **Step 1 - Complete and submit the Business Profile Form**

Complete and submit the Business Profile Form #82123 to request the Small Business Discount. (Obtain this form through your normal fulfillment process.) This form may also be used to request List Bill for cases that don't qualify for the Small Business Discount. The qualification for List Bill is *three* issued policies. The qualification for the Small Business Discount is five submitted lives.

Complete all required information. Note: the Employer Identification Number may also be referred to as a Tax ID Number.

Fax the completed form to 434 948.5902 or e-mail to gefa.custserpreacc@genworth.

#### **Step 2 - Receive Group Number**

Eligible groups will be assigned a Group Number. The Group Number will be provided to the writing Producer via email or fax.

#### **Step 3 - Indicate the Group Number when Submitting Applications**

Indicate the Group Number in the field at the bottom of the Coverage Selection Page for each applicant in the group. If the applicant is an eligible employee's spouse or eligible partner, be sure to include the state appropriate Couple's Form.

Five lives must be submitted for the group for discount to apply.

Additional applications (above the five lives) can be submitted individually at any time once the small business discount is established.

Please be sure to indicate the Group Number in the field at the bottom of the Coverage Selection page for any additional applications.

### **Commission Adjustments**

#### **Impact on First Year Commissions**

There will be a ten-point commission reduction of first year commission.

#### **Renewal Commissions**

Renewals are unaffected. Commission adjustments are first year only.

#### **Michigan Commissions**

Michigan policies for Medicare age-eligible applicants will have a four-point commission reduction for each of the first three years of the policy.