

Life Insurance

TERMSETTER ROP

Policy Form CLI-149

Agent Product Marketing Guide

Purpose

Cincinnati Life's Termsetter ROP provides the same great options as Termsetter, but with a money-back guarantee. With the return of premium feature, which is built into the policy, base premiums are returned at the end of the guaranteed term period provided the policy is in force and the insured is still living. Rider and substandard premiums are not returned.

Term periods and issue ages

Issue ages are based on actual age versus nearest age and are subject to band, guaranteed period, gender and underwriting class variation.

- 20 Year: ages 18-60
- 25 Year: ages 18-55
- 30 Year: ages 18-50

Rates

Please refer to Life Quoting (WinFlex) on the agency portal under My Tools. Contact your agency administrator if you do not have access to the Life Quoting application.

Features

- Guaranteed level death benefit
- Guaranteed level premiums for duration of specified term period
- Convertible to an eligible permanent insurance product, such as whole life or universal life, through the end of the guaranteed term period or the policy anniversary following the insured's 70th birthday, whichever comes first, without providing health information or proof of insurability

Optional coverages*

Cincinnati Life offers optional benefit riders such as:

- Accelerated Benefit Rider, CLI-680-CV
- Accidental Death Benefit Rider, 01901
- Children's Term Life Insurance Rider, CLI-671
- Disability Waiver of Premium Rider, 01900

*Available in most states



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Underwriting and eligibility

Cincinnati Life underwriting provides high-quality service. We offer six underwriting rate classes to help provide your clients the best rate available. Classifications differentiate between cigarette and all other tobacco users (users of e-cigarettes are considered the same as cigarette users). Preferred Plus and Preferred consideration is available for applicants who meet all outlined class criteria, but smoke no more than six cigars per year. Urine specimen must be negative for nicotine.

Minimum death benefit amounts for each underwriting rate class are:

- \$25,000 for Standard Nonsmoker and Standard Smoker classifications
- \$100,000 for Preferred Plus, Preferred, Standard Plus and Preferred Smoker

You can expedite the process by accurately completing the application, including all medical questions and all other state- or company-required forms and by submitting an informative cover letter.

For specific underwriting guidelines, log in to the agency portal and go to Marketing, Resources and Marketing Materials:

CLI-20041 – Medical underwriting requirements

CLI-8688 – Interview for Life Illustration – Underwriting Questionnaire

Application

You can view and print forms and applications online at *cinfin.com*. Select Agent Login and log in to the agency portal. Then go to Life and Life Forms Library. Applications and applicable forms may be completed online and then printed:

CLI-1030 – Individual Life Application

CLI-1019 – Lite Application

The Life e-App is available for both applications. You'll no longer worry about having the correct forms, incomplete information, faxing, postal service, time delays or missing signatures. You can access Cincinnati Life's electronic application process through our agency portal. To begin using the Life e-App, you will need your agency administrator to give you the Life e-App role.

Payment options

Offer your clients various ways to pay premiums along with the flexibility of paying annually, semiannually, quarterly or monthly.

Policyholders can choose to pay their premiums using several methods:

- **Pre-authorized withdrawal** – Policyholders can elect to have their payments withdrawn directly from their savings or checking accounts. The policyholder can initiate this process by completing Form CLI-6261, Pre-authorized Withdrawal Agreement.
- **Online** – Policyholders can visit *cinfin.com* and Pay Now. They can use Visa®, MasterCard®, Discover® or American Express® cards or transfer funds from their checking or savings accounts. Policyholders need information from their current Notice of Payment Due in order to make payments. Payments made after 3 p.m. Eastern Time are processed the next business day.
- **Phone** – Policyholders can call 800-364-3400 to use an automated system to process payments. They can use Visa, MasterCard, Discover or American Express cards or transfer funds from their checking or savings accounts. Policyholders need information from their Notice of Payment Due in order to make payments. Payments made after 3 p.m. Eastern Time are processed the next business day.
- **U.S. Mail** – Policyholders can send a check or money order, payable to The Cincinnati Life Insurance Company, using the return envelope enclosed with their statement. Please advise policyholders to write their policy number on the check and include the bottom portion of their statement. Allow seven to 10 days for us to receive and process payments.

Payment methods can be changed at any time by calling 877-564-0214.

Marketing materials

You can view, print, email or order marketing materials for your state on the agency portal under Marketing, Resources and Marketing Materials:

Agent Guide	CLI-20011	Termsetter ROP
Proposal Cover	CLI-20093	Taking Care of Business
Postcard	CLI-20015	Don't Miss the Return
Flyer	CLI-20170	Coverage and Choice in One Package
Brochure	CLI-20122	Protect All That You've Built
Flyer	CLI-20120	Key Employee Case Study
Proposal Cover	CLI-20017	Plan For a Bright Tomorrow
Proposal Cover	CLI-20020	Choosing the Right Direction – Term vs. Permanent Life Insurance
Stuffer	CLI-20049	Business Continuation

Cross serving

The Cincinnati Insurance Companies offer valuable products and services to help you increase your points of contact and develop relationships with your clients.

Our family of companies offers life insurance and annuities as well as personal, commercial and surplus lines property and casualty insurance products that come with personal, local service and financial stability.



This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. All applicants are subject to underwriting approval. Products and riders available in most states.

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Life Insurance

RETURN OF PREMIUM TERM

Case Study Series



Client profile:

Mary is 41. She and her husband, Steve, have two children, ages 5 and 8.

The situation:

An agent working with Mary and Steve on their home and auto policy renewals asked about their life insurance needs. The couple explained that Steve had purchased coverage on his own life a few years prior, but they needed a policy for Mary. They estimated she would need coverage for 20 years, until their mortgage and other debt would likely be paid off and their children would be through college and on their own. After a brief conversation with the agent, they agreed on a coverage amount of \$500,000.

While discussing options, the agent asked Mary and Steve what they would need in year 21, after the initial term ended. They said they hoped their investments will have grown to the point of not needing coverage, but they could not be sure.

The solutions presented:

Based on a brief health assessment, the agent presented Mary and Steve with two options using the preferred underwriting class:

- A \$500,000 20-year term policy for \$33.80 per month
- A \$500,000 20-year return of premium term policy for \$133.09 per month

The decision:

Mary and Steve ultimately chose the 20-year return of premium term due to the options it offered them at the end of the 20-year period:

- If they no longer needed coverage, they could accept a refund of all base premiums paid, totaling \$31,942.
- If they still needed coverage but did not want to pay any further premiums, they could accept a reduced paid-up policy worth \$82,500 that would last until age 99.
- If they needed more than \$82,500 worth of coverage, they could convert to a permanent policy without proving insurability and put the \$31,942 toward the new policy.

The takeaways:

Mary and Steve knew they wanted a 20-year term length and \$500,000 worth of coverage. The agent asked the questions necessary to explore the couple's needs after 20 years. In doing so, he allowed his clients to realize the possibility they would need coverage for longer than currently anticipated, thus crafting the perfect coverage for Mary.



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This is not a policy. This example is for educational purposes only. For a complete statement of the coverages and exclusions, please see the policy contract. All applicants are subject to underwriting approval. Products and riders available in most states.

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