

# The GuideStar Program

The GuideStar Program provides excellent life insurance products to our senior clients who want to relieve their survivors of the burden created by funeral expenses. Our level and graded benefit plans were developed to deliver an excellent dollar value to folks who may have limited discretionary funds. We know that many of our customers prefer plans that limit the duration of premium payments. So, we are pleased to offer three new GuideStar products.

## Plan Description

Policy Forms:	00 FSPL 00 FLPWL	Single Premium Five and Ten-Pay Life
Plans:	Single Premium Five-Pay Life Ten-Pay Life	
Issue Ages:	35-85	
Maximum:	Single Premium	\$25,000
	Five & Ten-Pay Life	\$25,000 35 - 65 \$15,000 66 - 75 \$7,500 76 - 85
Availability:	Level benefit only	
Modified Endowments:	Under Sec. 7702, IRC, Single Premium and Five-Pay Life plans are modified endowment contracts. Certain Ten-Pay plans may be modified endowments, due to the premium for the plan and the age at issue. We will identify MECs and supply all required notices.	
Exchanges:	Existing GuideStar plans may be exchanged for plans with shorter premium durations. No evidence of insurability will be required for the same face amounts of coverage. Replacement forms must be submitted as required by your state. Commissions will be adjusted as follows:	
	Exchanges during first 12 months: Premium credit will be given and commissions will be charged back. A full first year or single commission will be paid.	
	Exchanges after the first year: No premium credit will be given. First year or single premium commission will be paid on any increase in premium. Renewal commission will be paid on the balance (for recurring premium plans).	
Target Markets:	Clients who perceive relationship between a distinct need (funeral expense coverage) and a product (final expense life insurance). This is generally considered to be a "single need" sale.	
MKT-GS-18	Clients who want short-duration premium payments.	