



# SALES IDEA.

## Banner Term Rider Case Study. The life story of Evan and Nathalie.

Evan is a 35 year old primary provider for his wife Nathalie, 33, and his children Trip (age 12) and Emily (age 7). He earns \$75,000 per year. His mortgage, currently \$250,000, has 20 years remaining. They expect their children to attend college. Evan plans to work until he's 65. Here's a summary of how to ladder coverage to meet his primary needs:

### Preferred Plus UW Class

- OPTerm 30 base \$2,250,000**
- OPTerm 20 rider \$250,000**
- OPTerm 15 rider \$150,000**
- OPTerm 10 rider \$150,000**
- Total premium \$1,959.**

### Compare with ...

**\$2.8M OPTerm 30 for \$2,137.**  
**8.3% savings! And 9.9% below the cost of separate OPTerm plans.**

- **Saves money.**
- **No rider policy fees.**
- **Multiple riders of shorter durations can be laddered.**
- **Coverage and premiums drop after the rider expires.**
- **Consolidates billing.**
- **Separately convertible while in force.**
- **Lower issue age maximums.**
- **No accelerated death benefit on riders.**
- **Same bands and rates as OPTerm, based on individual rider face.**
- **Full commissions.**
- **Underwriting based on total face including riders.**
- **Waiver follows base.**

Income replacement - Evan's agent used a (current salary) x (years to work) rule of thumb – 30 year base plan	<b>\$2,250,000</b>
Mortgage payoff (20 years) – as Evan ages, the mortgage amortizes, and the extra from this layer can be used to supplement the college funds	<b>\$250,000</b>
College Funding for Emily (15 years)	<b>\$150,000</b>
College Funding for Trip (10 years)	<b>\$150,000</b>
<b>Total Initial Need</b>	<b>\$2,800,000</b>

### THE ILLUSTRATION LOOKS LIKE THIS:

Banner Life Insurance Company  
Policy Illustration Detail  
Term Life Insurance Policy  
35 Male Preferred Plus

Plan	Face Amount	Modal Premium	Annualized Premium	Coverage Years
OPTerm 30	\$2,250,000	\$1,730.00	\$1,730.00	To Age 95
20 Year Term Rider	\$250,000	\$100.00	\$100.00	20 Years
15 Year Term Rider	\$150,000	\$73.50	\$73.50	15 Years
10 Year Term Rider	\$150,000	\$55.50	\$55.50	10 Years

This illustration assumes that premiums are paid at the beginning of each payment period. The payment period for each policy year is Annual.

Policy Year	Insured Age	Annualized Premium	Total Death Benefit
1	35	1,959.00	2,800,000
2	36	1,959.00	2,800,000
3	37	1,959.00	2,800,000
4	38	1,959.00	2,800,000
5	39	1,959.00	2,800,000
6	40	1,959.00	2,800,000
7	41	1,959.00	2,800,000
8	42	1,959.00	2,800,000
9	43	1,958.00	2,800,000
10	44	1,959.00	2,800,000
11	45	1,903.50	2,650,000
12	46	1,903.50	2,650,000
13	47	1,903.50	2,650,000
14	48	1,903.50	2,650,000
15	49	1,903.50	2,650,000
16	50	1,888.00	2,500,000
17	51	1,830.00	2,500,000
18	52	1,830.00	2,500,000
19	53	1,830.00	2,500,000
20	54	1,830.00	2,500,000
21	55	1,790.00	2,250,000
22	56	1,730.00	2,250,000
23	57	1,730.00	2,250,000
24	58	1,730.00	2,250,000
25	59	1,730.00	2,250,000
26	60	1,730.00	2,250,000
27	61	1,730.00	2,250,000
28	62	1,730.00	2,250,000
29	63	1,730.00	2,250,000
30	64	1,730.00	2,250,000

This is page 4 of 5 and is not valid unless all pages are included.

**10-year rider drops off.**

**15-year rider drops off.**

**20-year rider drops off.**

Banner Life Insurance Company  
Policy Illustration Detail  
Term Life Insurance Policy  
35 Male Preferred Plus

Plan	Face Amount	Modal Premium	Annualized Premium	Coverage Years
OPTerm 30	\$2,250,000	\$1,730.00	\$1,730.00	To Age 95
20 Year Term Rider	\$250,000	\$100.00	\$100.00	20 Years
15 Year Term Rider	\$150,000	\$73.50	\$73.50	15 Years
10 Year Term Rider	\$150,000	\$55.50	\$55.50	10 Years

Policy Year	Insured Age	Annualized Premium	Total Death Benefit
31	65	83,270.00	2,250,000
32	66	94,835.00	2,250,000
33	67	107,705.00	2,250,000
34	68	121,922.50	2,250,000
35	69	141,275.00	2,250,000
36	70	159,792.50	2,250,000
37	71	183,912.50	2,250,000
38	72	205,940.00	2,250,000
39	73	234,807.51	2,250,000
40	74	267,972.50	2,250,000
41	75	304,355.01	2,250,000
42	76	344,067.50	2,250,000
43	77	389,030.01	2,250,000
44	78	432,627.50	2,250,000
45	79	482,240.01	2,250,000
46	80	537,500.00	2,250,000
47	81	599,822.47	2,250,000
48	82	670,999.98	2,250,000
49	83	752,082.53	2,250,000
50	84	842,939.97	2,250,000
51	85	940,025.02	2,250,000
52	86	1,044,020.33	2,250,000
53	87	1,153,617.51	2,250,000
54	88	1,267,107.51	2,250,000
55	89	1,385,772.49	2,250,000
56	90	1,511,120.04	2,250,000
57	91	1,645,039.95	2,250,000
58	92	1,791,424.94	2,250,000
59	93	1,951,909.93	2,250,000
60	94	2,161,099.97	2,250,000

This is page 5 of 5 and is not valid unless all pages are included. June 2, 2011 MDV16.9

**Legal & General America**  
 Banner Life Insurance Company  
 3275 Bennett Creek Avenue  
 Frederick, Maryland 21704

Banner Life Insurance Company is domiciled in Urbana, MD and is licensed to do business in 49 states and the District of Columbia. Banner does not solicit business in NY. Banner OPTerm policy form RT-97 and policy form AIR (1-11). Premiums are guaranteed to stay level for the initial term period and increase annually thereafter. Term rider coverage ceases at end of term duration. State variations apply as to two-year contestability and suicide provisions. Not available in all states. Not for public distribution. For agent/broker use only. Rates as of 4.18.11. LAA1747 11-143

**BANNER. WILLIAM PENN.**  
**YOUR COMPANY FOR LIFE™**

