



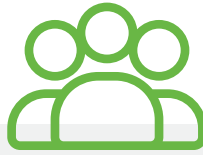
The Executive MultiLife Program

PROTECTING YOUR KEY PEOPLE

Improving...



The Business
You Own



The Impact on Your
Key People



The Impact on Your
Personal Life

You and your key people are likely the most important assets of your business.

In fact, did you know:

- Business succession plans should consider the consequence of the loss of non-owner key people.
- The loss of a key person, particularly an owner, may cause current loans and lines of credit to be called.
- New credit requests may be denied or come with adverse terms following the loss of a key person.
- Losing a key person may concern current clients enough to cause them to move their business.
- The disruption caused by the loss of a key person may impact the business so severely it could deter new clients from reaching out.
- You may be faced with additional costs in recruiting and training to replace a key person- which may be difficult if there is a reduction in cash flow.

Products issued by

National Life Insurance Company® | Life Insurance Company of the Southwest®

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Why do key people leave?

There are a number of situations, some which may be preventable, others not. This includes:

- The death or disability of the key person
- Retirement
- Termination due to cause
- Leaving to join a competitor or open up their own business
- Relocation

So, what can you do?

There are a number of programs that a business can implement to help keep key people in place and productive. Certain programs can also provide the business with an income tax free death benefit to help sustain itself following the loss of a key person.

If you are considering any of these programs but are holding back because funding solutions may seem burdensome, there may be a program to help overcome those issues.

If you have 10 or more key people (which may include yourself and the other owners of the business) who will participate in the program and you will use life insurance as a funding vehicle – then you should consider our Executive MultiLife Program for key people.

The Executive MultiLife Program allows our flagship products to be offered through a streamlined underwriting process where you may receive permanent life insurance on a Guaranteed Issue (GI) basis¹.

That means no doctors apportionments, no fluids and no long delays.

There are, as you'd expect, certain qualifications and rules that apply. The general guidelines for GI cases are:

- 1. Participating employees:** The insureds must be select professionals, executives or senior management in white collar occupations.
- 2. Employment status:** Employed full-time and actively at work in an employer/employee relationship.
- 3. Employee income:** Earning a minimum of \$100,000 a year in W-2 or K-1 income.
- 4. Age of insureds:** Maximum age of 65 with a weighted average age of 55 or under.
- 5. Program design:** A benefit formula must drive the premium or death benefit. The formula may be based on the premium to be paid, death benefit to be purchased, or a % of the participant's salary. We will also consider tiered formulas.
- 6. Plan participation:** Employer owned plans require at least 95% participation of eligible employees. Employee paid/owned plans require 70% participation.
- 7. Employer requirements:** Financially sound business with a strong profit history.
- 8. Other insured requirements:** US citizen or permanent resident.

We are here to help you

- Conquer the time and knowledge challenge involved in identifying potential liabilities upon the departure of a key person.
- Review the programs available for business succession, executive benefits or qualified plans.
- Gain a better understanding of the Executive Multilife Program and how it may be available to you.

¹. Participants may qualify for lower premiums using the standard, individual underwriting process.