

ELO

*Employee
Life
Option*

A valuable addition to an employee benefits program



The **VHCSC** is pleased to announce the endorsement of a *Permanent Voluntary Life Insurance Program* from **Boston Mutual Life Insurance Company**.

HIGHLIGHTS OF PROGRAM

- ✓ **VHCA Group Purchasing Power** - The advantage of obtaining PERMANENT LIFE INSURANCE through a large pool is we can provide special underwriting at affordable rates. This is an Endowment at age 95 plan.
- ✓ **Coverage Availability** - Actively at work employees, spouses, dependent children under age 23, and grandchildren under age 15. The employee does not need to purchase coverage on themselves to apply for coverage on eligible family members.
- ✓ **Guaranteed Acceptance** - No physical exam or health questions required for eligible employees, children, and grandchildren. Spouse is subject to one qualifying question. Certain limits apply.
- ✓ **Guaranteed Cash Values** - Cash Value builds at current interest rates, currently 4.25% with a guaranteed minimum interest rate of 3%.
- ✓ **Convenience** - Premiums are deducted directly from your employee's paycheck.
- ✓ **Portable** - The ELO plan is completely portable - should an insured retire, become disabled or terminate employment, they may continue coverage at the same rates and benefits through direct billing.
- ✓ **Ease of Administration** - Premium remittance options include web billing, self bill and list billing. Remit only premiums withheld from employees. Boston Mutual will contact employees directly for missed deductions.

The program has been adopted with you and your employees in mind. Please consider extending this benefit to your employees. We have made arrangements with our endorsed insurance broker, **Beneficial Associates, Inc.**, to contact you in the near future to schedule an appointment to provide you details of the program and answer any questions you may have. You may call them directly to schedule a meeting at 800-290-1240.

Please read the information taken from an August 2010 article in the Wall Street Journal citing statistics from LIMRA* on the back of this page and consider the facts facing a large number of our employee members. We can make a difference in providing this program to our members.

* *Life Insurance and Market Research Association (LIMRA)*

- B O S T O N M U T U A L L I F E I N S U R A N C E C O M P A N Y -

Wall Street Journal Article "More Go Without Life Insurance"

August 29, 2010

Statistics provided by LIMRA

- Only 44% of U.S. households have individual life insurance.
- Nearly a third of households have no life insurance coverage.
- Four in ten families with children would have immediate trouble paying bills if the Primary wage earner died.

Why is this?

- Because, almost eight in ten households in the U.S. currently do not have a personal insurance broker or agent.
- The majority of life insurance agents ignore the middle class.
- 35 Million U.S. households have neither individual insurance or an employer sponsored life insurance plan.
- Also, employers are scaling back or eliminating group term life.



BENEFICIAL ASSOCIATES, INC.

Wyndhurst Corporate Complex
115 Goldenrod Place • Lynchburg, VA 24502

Contacts: Richard O. Helbling - James R. Gerlinger

Phone: 1.800.290.1240 • Fax: 1.888.680.6260

www.beneficialassociates.com

Beneficial Associates Mission Statement

Beneficial Associates, Inc. is an organization that conducts its everyday business based on strong ethical values. We strive on building long-tem relationships with our clients by working on behalf of their organization to provide solutions to their insurance needs. We maintain a staff of highly competent and professional individuals that are available to you on a daily basis.

Our goal is to stay committed to quality insurance products and services that will satisfy our customers needs. We are loyal and thankful for our customers while being accountable to exceeding their expectations. In our effort to attain these goals we provide many value added services to ensure our clients receive the most comprehensive insurance package available.

We are here to help with an affordable, employee paid, life insurance product!