

CLB vs. Group Sponsored Plans

Brown Pineo's Canadian Life Broker plan is underwritten on an INDIVIDUAL basis and is not a group sponsored certificate plan. On the surface the two may not seem all that different, however, we believe that individual options better serve the interests of independent agents, especially in a volatile market. To apply for coverage under our CLB plan access our [on-line application tool](#) at or [download an application](#) to complete by hand.

Here are a few points about individually underwritten policies that you should consider when deciding what coverage best suits your needs:

1. NO Association Dues or Volume Commitment Required

Most group plans may require membership in an association and/or a minimum sales volume commitment in order to qualify for coverage. If your membership ceases or you fail to maintain sufficient sales volume you may run the risk of having your coverage terminated.

2. Your Policy - Your Limits

This is an INDIVIDUAL policy held and owned by YOU. Under a group plan the sponsoring entity owns the policy and the members purchase a certificate of coverage. In some circumstances these plans carry an aggregate limit for all Certificate Holders. This means that the plan may have a cap for the total value of claims that can be made in a given year. If this aggregate limit is breached, there may not be enough policy limit available to pay claims for other certificate holders.

3. Mandatory Timely Notice of Renewal

The past few years of market instability has resulted in short notice of non-renewals or steep premium increases. Some receive only a few days notice with virtually no time to seek alternatives.

In contrast, owners of an individual policy, such as the Canadian Life Broker Plan are given at least 30 days notice of renewal terms allowing for adequate time to consider all options. Timely notice also allows the renewal application to be expedited allowing us to place policy documents in a Life Broker's hands prior to the expiry of their existing term.

4. Controlled Underwriting Allows for Stable Coverage Options

Group programs sometimes have looser underwriting guidelines. There may be a higher incidence of accepting agents with a higher claims frequency into these group plans. This can lead to unprofitable results, higher and less stable premiums, and sometimes the departure of the Insurer from a market.

With an individual plan each application is reviewed by the underwriter and assessed on its own merit. Controlled and disciplined underwriting leads to a better risk pool resulting in more stable rates and coverage.

5. Competitive Coverage at a Competitive Price

In the past group plans were underwritten on a mass basis and were often less expensive. Today this is not necessarily the case. Our policy continues to be among the most competitive in the marketplace, and with no annual dues, it is often far less expensive than many group programs.

The premise of a group certificate program is that more members means more premiums and greater profits. However, if losses increase and results are unprofitable due to a deterioration in the quality of the group, (this can happen when underwriting is lax), there can be a rapid increase in premiums or as we have seen in past years, the departure of Insurer's from the marketplace.

This is not to say that individually underwritten plans are not adverse to loss, but controlled underwriting in the past has helped to stabilize results.

We are confident that the coverage available with the Canadian Life Broker Plan provides Life, Mutual Fund Agents and Financial Planners competitive options with a stable market and competitive pricing. To view more details please see our [Summary of Coverage](#), [Rates](#) and a list of [Frequently Asked Questions](#).

