



Business Owner Rewards

Small business owners are as much at risk of becoming disabled as other professionals. Did you know that more than one in four of today's twenty-year-olds will become disabled before reaching age 67.¹

Business Owner Discount

The Business Owner Discount provides a 10% discount on Platinum Advantage on gender-distinct rates for qualifying business owners.

To qualify, the business owner must:



- Own at least 20% of the business
- Have been financially successful for at least the last two years under the current business arrangement, as supported by appropriate business income documentation
- Applicants must also employ at least one full-time equivalent W-2 employee (Platinum Advantage only)

The Business Owner Discount is available to all occupations in classes 2A, 3A, 4A, and 5A, except financial advisors, financial planners or insurance producers, or those listed under Financial Services, Entertainment Industry or Real Estate. For more information see the [Online Reference Product Guide](#).

Newly Self-Employed Business Owners

Newly self-employed business owners **with work experience in the same professional capacity** may be eligible for coverage based on historical W-2 earnings. Insurable income is based on 75% of each individual's final, annual earnings rate as a non-owner employee in the same profession as his or her new business. This is available to occupation classes 5A, 5P, 4A, 4P, 4S, 3P and 3D.²

To be eligible, the business owner must:

- Have established a new business within the past 12 months
- Be actively involved in the operation of the business
- Be actively generating revenue at the time of underwriting
- Have been employed in the same professional capacity for at least three years as a non-owner employee immediately before becoming an owner, earning at least \$50,000 annually and
- Have provided documentation of two years' prior income (Bonus income may be included depending on occupation, bonus history and how the bonus was generated. Fluctuating income may be averaged.)



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¹ Social Security Administration Fact Sheet, 2018

² Other occupation classes may also be eligible with a maximum IDI Issue & Participation of \$1,000. Maximum individual disability income Issue & Participation Limit is \$10,000 for 5A and 4A occupation classes, and as published in the [Online Reference Product Guide](#) for 5P, 4P, 4S, 3P and 3D occupation classes.

Earned Income Enhancer³

Consider the Earned Income Enhancer a complement to the Business Owner Discount.

Sometimes the amount of income earned may not accurately reflect the amount of income that needs to be protected. The Earned Income Enhancer is available with Platinum Advantage, Protector Platinum and Protector Essential.

The Standard's Earned Income Enhancer allows business owners to qualify for up to \$2,000 in additional coverage (within issue and participation limits) than non-business owners with the same occupation class.

The qualifying business owner must:

- Own at least 20% of the business and
- Have been financially successful for at least the last two years under the current business arrangement, as supported by appropriate business income documentation

To determine the amount of additional coverage available using the Earned Income Enhancer, use the calculation below:

Earned Income x 120% =

Amount of earned income used
to determine coverage

³ The Earned Income Enhancer is not available to podiatrists and those listed with occupation classes under Real Estate or Entertainment Industry. Please see the [Online Reference Product Guide](#) for more information.

These policies have exclusions and limitations and terms under which the policies may be continued in force or discontinued. Some policy provisions and available riders may vary by state. Optional riders are subject to underwriting and reinsurance availability, and may increase premiums. A medical exam may be required upon application. For complete cost and coverage details, please contact The Standard at 800.378.6057.