



Standard Life Insurance
Company of Indiana

For Agents

Raising the
Standard

Standard Life Insurance
Company of Indiana
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 A Capital Assurance Corporation Company

ARP-AGT-015

I N N O V A T I V E

Leadership



SINCE 1934

Since 1934, Standard Life Insurance Company of Indiana has insured the financial well-being of its customers. Seventy-one years later, Standard Life joined with Capital Assurance Corporation. Stronger, driven to innovate, honoring its tradition of customer and agent service, Standard Life became a revitalized company.

Standard Life is dedicated to leading. We believe that our company's future lies in markets that are just now opening to annuities: Younger savers concerned about the health of Social Security and Baby Boomers moving out of equities into less volatile, tax-advantaged financial products.

That where our industry's growth is going to be. That's where we're going to be, too.

F L E X I B L E

Products

Standard Life focuses entirely on the needs of long-term savers and people planning their retirement.

If your client's needs are best met by the full-featured annuities that appeal to traditional annuity buyers, Standard Life has a full product line. But we're also introducing products that give you and your clients an unprecedented level of choice, annuities with unbundled features that you can sculpt into masterpieces.

A client with no need for a nursing home waiver can opt out, earning a higher interest rate. A client facing required minimum distributions from a qualified plan can purchase a waiver of surrender charges on those withdrawals. Clients can even choose their own interest rate guarantee periods.

Standard Life's annuities give you more ways to get your clients from "no" to "yes." And isn't that what great products (and great companies) are all about?

P E R S O N A L

Service

Commitment Number One:

When you call during normal business hours a real person answers the phone. That person will be polite, friendly, well-trained and helpful. He or she will engage fully with your request, understand it, handle it.

Commitment Number Two:

We do what we say we're going to do. If we say, "I'll get back to you in an hour," we'll get back to you in an hour.

Commitment Number Three:

Our success depends on your success. We have the same sense of urgency about your business that you do.

Commitment Number Four:

You get us a clean app and funds and we get your commission check and policy out the door in 24 hours.