



Protect Business Owners

Coverage Solutions

Packaging Platinum Advantage

Incentives & Benefits

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Protect Business Owners

With coverage for business owners, their businesses and their employees



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Business owners have a lot to protect.

They need to protect their businesses and make sure they can cover their own expenses every month. Many business owners also have employees who rely on the business for their incomes.

A long absence could disrupt it all. The Standard offers a variety of products to help if a business owner becomes seriously sick or injured and can't work for an extended period of time.

With comprehensive income protection plans, business owners can protect themselves, their businesses and their employees.

Standard Insurance Company | standard.com/di

For Producers Only

The Standard is a marketing name for StanCorp Financial Group, Inc. and subsidiaries. Insurance products are offered by Standard Insurance Company of 1100 SW Sixth Avenue, Portland, Oregon in all states except New York. Product features and availability vary by state and are solely the responsibility of Standard Insurance Company.

This policy has exclusions, limitations, reduction of benefits, and terms under which the policy may be continued in force or terminated. Some policy provisions and available riders may vary by state. For complete costs and coverage details, please contact The Standard at 800.247.6888.

SI 22790 (10/24)

Interactive Business Owner Brochure



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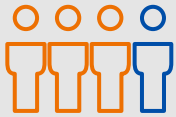
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The Risk

Selling to business owners can be a challenge. They tend to be optimistic risk-takers. They might believe a disabling condition won't happen to them. Or that they could get by with money from their business or personal funds to keep their businesses afloat. But disabilities occur more often than many people realize.



One in four 20-year-olds will become disabled before age 67.¹



Approximately 91% of disabilities are caused by illness.²



1 in 4 adults with disabilities have an unmet healthcare need because of cost in the past year.³

The Solution

Platinum Advantage Individual Disability Insurance

Pays a monthly benefit to offset income loss if an insured individual experiences a disabling injury or sickness and is unable to generate his or her predisability earned income. Offered to owners as well as their employees, Platinum Advantage may also be available at a discounted rate on a multi-life or guaranteed standard issue basis.

Business Overhead Protector[®]

Provides reimbursement of business expenses while an owner is disabled. Covered expenses include salaries, fees, utility costs, property taxes, rent and insurance premiums. For occupation classes 3A, 4A and 5A, Business Overhead Protector includes a Salary Replacement Rider at no additional cost. This rider provides coverage for the salary, fees and wages of an individual hired to perform the disabled owner's work.⁴

Business Equity ProtectorSM

For businesses with multiple owners, buy/sell funding insurance provides a source of funds for the purchase of an owner's interest in the business if the owner is required to sell due to disability. Business Equity Protector is designed primarily for professional partnerships and corporations with five or fewer principals. However medical, dental and legal practices with as many as ten principals are also eligible.⁴

¹ U.S. Social Security Administration, Social Security Fact Sheet, 2024.

² Integrated Benefits Institute (2022). 2020 Benchmarking Trends: Short-Term Disability and Long-Term Disability Results by Condition.

³ Centers for Disease Control and Prevention (2023, May 15) Disability Impacts All of Us.

⁴ Business Overhead Protector and Business Equity Protector are not available in all states. Check [The Standard's IDI Product Guide](#) for state availability.


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Packaging Opportunities

You can design a Platinum Advantage policy to meet the unique needs of your clients. Plus, many business owners qualify for [multiple discounts](#). Below is a sample Platinum Advantage individual disability insurance policy designed for a business owner. In this example, the savings on the IDI policy can cover the cost of the Business Overhead Protector® premium.

Male • Age 40 • 5A **Annual Premium • \$4,138**

Monthly Benefit: \$11,230	\$3,053
BWP: 90 days	
Max Benefit Period: Age 67	

Riders

Enhanced Residual	\$580
Indexed 3% Cost of Living Adjustment	\$505

Discounts **Savings • \$1,449**

Business Owner	\$414
Employer Multi-Life	\$414
Multi-Product	\$207
MDSA 24-Month Limitation	\$414

Annual Premium After Discounts • \$2,689

35% Off

Savings of \$1,449 can pay for Business Overhead Protector®

Check out our [Business Owner Rewards](#) to help your clients get more coverage and enhanced benefits, often at reduced premium.



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Business Owner Rewards Program

The Standard's Business Owner Rewards program can give qualifying business owners more coverage while also enhancing benefits and often reducing premium.

Business Owner Upgrade¹

Offer enhancements usually reserved for higher occupation classes with the Business Owner Upgrade. Business owners purchasing Business Overhead Protector[®] or Business Equity ProtectorSM can upgrade their occupation class when they own at least 20% of their business, and have been financially successful for at least the previous two years under the current business arrangement, as supported by appropriate business income documentation.

Coverage for Newly Self-Employed Business Owners

Newly self-employed business owners with work experience in the same professional capacity may be eligible for Platinum Advantage 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.³ 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
- Provide 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.)

Earned Income Enhancer²

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

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
- 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 this calculation method:

Earned Income x 120% = Amount of earned income used to determine coverage

Business Owner Discount⁴

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
- Must have been financially successful for at least the last two years under the current business arrangement, as supported by appropriate business income documentation
- Must also employ at least one full-time equivalent W-2 employee when applying for coverage

¹ Upgrades are subject to final approval by an underwriter of The Standard. Please see [The Standard's IDI Product Guide](#) for more information.

² The Earned Income Enhancer is not available to podiatrists and those listed with occupation classes under real estate or entertainment industry. Please see [The Standard's IDI Product Guide](#) for more information.

³ Other occupation classes may also be eligible with a maximum IDI Issue & Participation of \$1,000. Maximum individual disability insurance Issue & Participation Limit is \$10,000 for 5A and 4A occupation classes, and as published in [The Standard's IDI Product Guide](#) for 5P, 4P, 4S, 3P and 3D occupation classes. The Standard reserves the right, on a case-by-case basis, to request additional financial information or modify its underwriting approach.

⁴ Not available in all states, see [Product Availability by State](#).



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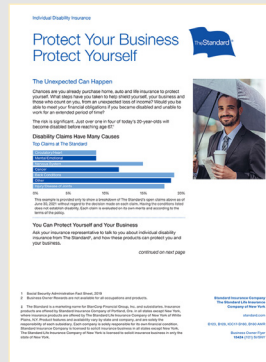
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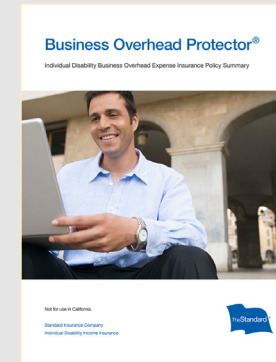
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