

# Index Select Annuity 5 And 7

The Broker's Sales Guide To An Individual Fixed Annuity From The Standard

**With the highest cap rates offered by  
The Standard, The Index Select Annuity 5 or 7  
is a great choice for clients looking for an  
annual point-to-point index annuity.**



## **An Index Annuity**

An index annuity (often referred to as an “equity-indexed annuity”) is a fixed-interest insurance product with interest crediting determined in part by an investment-based index, such as a Standard & Poor’s® index or a NASDAQ® index. It is important to understand that indexed products do not invest directly in the securities supporting the index used to determine the interest crediting rate; these are not securities and should not be marketed or sold as such.

Index annuity products are designed for those people who desire a return that can capitalize on positive economic conditions. These clients will normally be moderately conservative savers who appreciate the tax-deferred aspects of annuities and may be interested in some diversification through different asset classifications and product designs.

There are a number of index products on the market and each has its own design features. This guide provides a summary of Standard Insurance Company’s Index Select Annuity product. Before you sell this annuity you are required to review this guide carefully. And, as always, if you have any questions or need support in a sale, you can call our sales team at 800.378.4578.

## **Index Select Annuity**

The Index Select Annuity (ISA) from The Standard is designed to reflect the performance of the well-known Standard & Poor’s 500® index. Tying the annuity’s performance to this popular index allows your client to benefit from the growth of the index and, at the same time, be protected from downturns with guarantees similar to a fixed, deferred annuity.

The Index Select Annuity is a single-premium, deferred annuity with a Fixed Interest account and an Index Interest account. The Index Interest account participates in 100 percent of the growth of the S&P 500 index up to a pre-specified rate cap. The ISA has a 12-month point-to-point index term on the Index Interest account. The Fixed Interest account has a first-year interest-rate guarantee. There is a choice of a five- or seven-year surrender-charge period. Surrender charges do not reset at the end of the original surrender-charge period.

### **Issue Ages**

The maximum issue age for the owner or annuitant is 90. The contract does allow the option of joint ownership and/or joint annuitants.

## Initial Premium

\$15,000 is the minimum initial premium necessary to establish the contract. \$1,000,000 is the maximum initial premium allowed for establishing an Index Select Annuity; higher amounts may be permitted with prior approval from The Standard's home office.

## Fees

There are no annual contract fees.

## Account Accumulation

The annuity fund can be allocated into two separate accounts: the Index Interest account and the Fixed Interest account. The percentage allocated into the two separate accounts is directed by the client. The ratio between these accounts may be changed as often as once a year, at the end of each 12-month index term.

## Minimum Surrender Value Guarantee

The Minimum Surrender Value Guarantee will never be less than 87.5 percent of the contract premium less prior partial withdrawals. The ISA meets applicable minimum nonforfeiture requirements. In order to meet those required values, the contract premium begins to accumulate at 87.5 percent of premium and at a minimum fund value interest rate of no less than 1.00%.

## Interest Rate Lock

The Index Select Annuity may make available an interest rate cap lock. If available at the time of purchase, this would allow The Standard to hold a rate cap for a set time period from the home-office receipt of a request for a rollover, transfer or exchange. If the funds were to be received within this window, the client would receive the greater of the held interest rate cap or the current interest rate cap. If the premium is received after the rate-lock period, it would be assigned the interest rate cap in effect at the time the premium is received. For more specific information, contact The Standard's sales team.

Please note that this rate lock may be made available only for the index rate cap. A rate lock will never be offered for the minimum contract guarantee rate or the fixed interest crediting rate; those will be set at the rates in effect at the time the funds are received.

## Account Transfers

Premium may be transferred between the Index Interest account and the Fixed Interest account, receiving the index rate cap and interest rate in effect at the time the transfer is acted upon. A transfer must be elected prior to the end of an index term and will be transacted on the first day of the new index term.

## **Index Interest Account**

### **Interest Crediting**

In the Index Interest account, interest is calculated annually and, in case of gain, credited annually. The rate is determined as 100 percent of the growth of the S&P 500 index over a 12-month period, up to a pre-specified index rate cap. After the initial index term, a renewal index rate cap will be declared annually based on the current economic environment. As interest is credited, the earnings are locked into the account value. Although gains will be credited when the S&P 500 index experiences gains, the account will never participate in any losses that the index may see each policy year.

### **Index Term**

The initial index term is a 12-month period, beginning the day funds are allocated to the Index Interest account. Subsequent index terms will be 12 months each.

### **Participation Rate**

The portion of the premium placed in the Index Interest account will participate in 100 percent of the growth of the S&P 500 index over each index term up to a pre-specified index rate cap. The participation rate will never be less than 100 percent.

### **Index Rate Cap**

The portion of the premium placed in the Index Interest account will be assigned an index rate cap for a 12-month index term. After each index term, the premium will receive a renewal index rate cap based on the current economic environment.

### **Initial Premium Allocation**

Allocation to the Index Interest account is made on the 15th day of each month. Premium to be allocated will be held until all expected monies are received and then allocated as a single deposit. Premium deposited prior to the allocation will earn interest daily, between the date of receipt and the allocation date.

## **Fixed Interest Account**

### **Interest Crediting**

In the Fixed Interest account, interest is calculated and credited daily.

### **One-Year Interest Rate Guarantee**

The portion of premium placed in the Fixed Interest account will be credited a guaranteed interest rate for one year. After the guarantee period, the premium will receive a renewal rate based on the current economic environment and the performance of the fixed-income portfolio of The Standard.

### **Initial Premium Allocation**

Allocation to the Fixed Interest account is made on the day of receipt in The Standard's home office.

# Partial Index Credit

This product has a feature not found in many index annuities. We will apply an interest rate to the Index Interest account in the case of certain mid-index-term distribution events (such as nursing home confinement, terminal condition, annuitization or death). There are no other circumstances in which a partial index credit will be applied.

# Surrender-Charge Periods

Because the Index Select Annuity is specifically designed to perform over the long term, if a client needs access to funds during the surrender-charge period (in excess of any free withdrawal provisions), a surrender charge will be assessed according to the tables below.

## Index Select Annuity Surrender-Charge Schedule

Contract Year	1	2	3	4	5	6	7
ISA 5	7%	6%	5%	4%	2%		
ISA 7	7%	6%	5%	4%	3%	2%	1%

# Market Value Adjustment

The Index Select Annuity has a Market Value Adjustment (MVA) feature during the surrender charge period. The MVA is based on changes in the prescribed index and may increase or decrease the annuity’s surrender value. Generally, if interest rates have risen since the purchase, the adjustment will decrease the surrender value. Conversely, if interest rates have fallen since the purchase, the MVA will increase the surrender value.

The maximum negative MVA will result in 87.5 percent of the premium accumulated at separate guaranteed-minimum-nonforfeiture interest rates applicable to the Fixed Interest account and the Index Interest account. The maximum positive MVA will be capped to equal the cap on the maximum negative MVA.

## Illustrated Effect Of The Market Value Adjustment

The samples below reflect the combined surrender charge and MVA and assume the index is 3.00% at issue, and either rises to 5.00% or drops to 1.00%. Assumed credited rate is 1.50% and assumed guaranteed minimum crediting rate is 1.00%. This is for illustrative purposes only; actual results will vary for other index values and crediting rates.

Index Select Annuity 5			
End of Year	Unchanged at 3.00%	Increased to 5.00%	Decreased to 1.00%
1	7.00%	12.93%	1.07%
2	6.00%	11.41%	0.14%
3	5.00%	8.73%	1.04%
4	4.00%	5.98%	1.94%
5	2.00%	2.16%	1.84%

Index Select Annuity 7			
End of Year	Unchanged at 3.00%	Increased at 5.00%	Decreased at 1.00%
1	7.00%	12.93%	1.07%
2	6.00%	14.75%	-2.84%
3	5.00%	12.17%	-2.92%
4	4.00%	9.53%	-1.98%
5	3.00%	6.81%	-1.04%
6	2.00%	4.02%	-0.10%
7	1.00%	1.16%	0.84%

## Surrender And MVA-Free Withdrawals

### 10 Percent Annual Withdrawals

After the first contract year, your client may annually withdraw up to 10 percent of the annuity's value without incurring a surrender charge.

### IRS Required Minimum Distributions

The Index Select Annuity is available for purchase as an IRA, 403(b) Tax-Sheltered Annuity or other tax-qualified plan. If purchased as a tax-qualified contract, the IRS Required Minimum Distributions (RMDs) attributable to the account value of the annuity will be distributed without the assessment of a surrender charge. The Standard guarantees its calculation of RMDs and will pay any fines or penalties associated with an incorrect amount that is calculated by The Standard. However, The Standard will not be responsible for incorrect calculations due to incorrect information provided by the contract owner. This guarantee is limited to calculations made on accounts administered by The Standard.

### Nursing Home Benefit

If your client becomes a nursing home resident for 30 or more consecutive days, The Standard will waive surrender charges after the first contract year on all withdrawals, transfers and surrenders taken after the first contract year and while your client is confined. Such withdrawals, transfers and surrenders are eligible for partial index credit. (Not available in Connecticut.)

## Terminal Condition Benefit

If your client is diagnosed with a terminal condition, The Standard will waive surrender charges taken after the first contract year on all withdrawals, transfers and surrenders. Written documentation is required. Such withdrawals, transfers and surrenders are eligible for partial index credit. (Not available in Connecticut.)

## Death Benefits

Beginning immediately, the annuity value is payable as death benefits without surrender charge or MVA. Death benefits are eligible for a partial index credit.

## Annuitization

Your client may convert the Index Select Annuity into an income annuity with The Standard without a surrender charge or MVA, provided your client chooses a Lifetime Income option or a Period Certain option of five years or longer. Annuity benefits under this feature are eligible for a partial index credit.

## Out of Surrender

After the surrender-charge period, your client may withdraw some or all of the Index Select Annuity funds without surrender charges.

Amounts withdrawn from the Index Interest account prior to the end of an index term will not receive any interest during that term, except in those cases noted with the availability of a partial index credit.

## Accommodating Income Options

When it's time to switch from the accumulation phase to the income phase, you'll want several payment options to present to your client. Some retirees prefer regular installment payments for a specific period; others want a predictable, guaranteed lifetime income. Whatever their long-term goals and financial needs, The Standard has an option to match:

- Life Income
- Life Income with Installment Refund
- Life Income with Certain Period
- Joint and Survivor Life Income
- Joint and Survivor Life Income with Installment Refund
- Joint and Survivor Life Income with Certain Period
- Joint and Contingent Survivor Life Income
- Certain Period

# Suitability Analysis During The Sales Process

## Is This Product Right For Your Client?

In recommending an annuity to a client, the NAIC's suitability regulation requires a producer to have "reasonable grounds" to believe the recommended annuity is suitable for that particular client on the basis of facts disclosed by the client during the sales process. A producer should obtain and analyze the client's:

- Age
- Annual income
- Financial situation and needs, including financial resources used for the funding of the annuity
- Financial experience
- Financial objectives
- Intended use of the annuity
- Financial time horizon
- Existing assets, including investment and life insurance holdings
- Liquidity needs
- Liquid net worth
- Risk tolerance
- Tax status

As a result of a producer's review of the client information and analysis to determine suitability, the producer must have a "reasonable basis to believe":

- The client has been "reasonably informed of the various features of the annuity" — this includes the surrender charge period and surrender charge amounts; potential tax penalties associated with the sale, exchange, surrender or annuitization of the annuity; mortality, expenses and investment advisory fees; potential charges for, and features of, riders; limitations on interest returns; insurance and investment components and market risk;
- The client would benefit from certain features of the annuity, such as tax-deferred growth, annuitization, death benefits or living benefits;
- The particular annuity as a whole, any index accounts to which funds are allocated at the time of purchase or exchange of the annuity, and any riders and similar product enhancements, are suitable for the client based on his/her suitability information; and
- (If applicable) an exchange or replacement is suitable, taking into consideration whether the client:
  - Will incur a surrender charge, be subject to the commencement of a new surrender period, lose existing benefits (such as death, living or other contractual benefits), or be subject to increased fees, investment advisory fees or charges for riders and similar product enhancements;
  - Would benefit from product enhancements and improvements; and
  - Has had another annuity exchange or replacement and, in particular, an exchange or replacement within the preceding 36 months.



# Quick Reference Guide To The Index Select Annuity

## Premium

A single premium is a minimum of \$15,000 and a maximum of \$1,000,000 without The Standard's home office approval.

## Rollovers, Transfers And Exchanges

The entire premium will be allocated to the Fixed Interest account, where it earns interest until all expected funds are received and then is allocated on the 15th day of the month as a lump sum, as directed on the application.

## Interest Rate Lock

If available at the time of purchase, this would allow The Standard to hold a rate cap for a set time period from The Standard's home-office receipt of a request for a rollover, transfer or exchange. If the funds were to be received within this window, the client would receive the greater of the held index rate cap or the current interest rate cap. If the premium is received after the rate-lock period, it would be assigned the interest rate cap in effect at the time the premium is received. For more specific information, contact The Standard's sales team.

A rate lock may be made available only for the index rate cap. A rate lock will never be offered for the minimum contract guarantee rate or the fixed interest crediting rate; those will be set at the rates in effect at the time the funds are received.

## Interest Rates

The Standard generally declares index rate caps, fixed interest rates and minimum contract guarantee rates for new business monthly but may do so more often. Notices of change are sent to all contracted brokers via email.

## Index Interest Account

Once premium is received and allocated to this account, the initial index rate cap applied to the premium is fixed for one 12-month, point-to-point index term. Subsequent index terms will receive a renewal index rate cap.

## Fixed Interest Account

Once premium is received and allocated to this account, the initial interest rate applied to the premium is fixed and guaranteed for one year. After that guarantee period, the funds will receive a renewal interest rate.

## Account Allocation

Premiums may be directed to an Index Interest account, a Fixed Interest account, or split between the two.

### Index Interest Account

If premium is allocated to the Index Interest account, it will be allocated (and the 12-month index term will begin) on the 15th day of the month after all premium, as applied for, has been received. Each index term will be immediately followed by subsequent index terms of 12 months each. Though funds are not required in the Index Interest account, if any are directed here, a \$2,000 minimum balance must be maintained to keep the account open.

### Fixed Interest Account

If premium is allocated to the Fixed Interest account, it will be allocated on the contract effective date.

### Transfers

Inter-account fund transfers are allowed once per index term. Transferred funds will receive the index rate cap and interest rate in effect at the time the transfer is acted upon. A transfer must be elected prior to the end of the index term and will be transacted on the first day of the new index term.

## Interest Rate Crediting

The contract includes a guaranteed minimum surrender value that grows while the contract is in force.

### Index Interest Account

Premiums in the Index Interest account will participate in 100 percent of the growth of the S&P 500 index up to the declared index rate cap. Interest will be calculated and credited to the Index Interest account once each year, at the end of the 12-month index term. The interest rate is calculated by determining the value of the S&P 500 on the allocation date and comparing this value to the value of the index 12 months later. If the value of the index has increased, the Index Interest account will be credited with the same percentage increase, up to the index rate cap. If the value of the index has decreased or remained level, no interest will be credited to the Index Interest account. All gains are locked into the account value.

### Fixed Interest Account

Interest on premiums in the Fixed Interest account is calculated and credited daily. All gains are locked into the account.

## Surrender Charges

Surrender charges are based on the contract effective date and represent a percentage of the annuity's balance. The charges are in effect for only one period during the life of the contract and will not reset.

### Index Select Annuity Surrender-Charge Schedule

Contract Year	1	2	3	4	5	6	7
ISA 5	7%	6%	5%	4%	2%		
ISA 7	7%	6%	5%	4%	3%	2%	1%

## Market Value Adjustment

The Index Select Annuity has a Market Value Adjustment (MVA) feature during the surrender charge period. The MVA is based on changes in the prescribed index, and may increase or decrease the annuity's surrender value.

## Withdrawals

The minimum withdrawal amount is \$500. No withdrawal may reduce the annuity value below \$2,000. Withdrawals are made from the Fixed Interest account until those funds are exhausted, and then made from the Index Interest account. If a withdrawal is taken from the Index Interest account, there will be no partial index credit on an amount withdrawn except in the circumstance of nursing home waiver, terminal condition waiver, death benefits or annuitization.

## Plan Types

### Non-Qualified

Ideal as a funding vehicle for non-qualified retirement funds. The Standard can facilitate partial and full 1035 exchanges as well as transfers.

### Tax-Qualified

Available as a Traditional IRA, Roth IRA, 403(b) TSA or other qualified plan. The Standard will facilitate rollovers and transfers. No loans are available from a TSA.

## ISA Client Profile

A great product for a client who desires the potential for a higher interest rate, understands the impact of an MVA, and is willing to accept the risk that the interest rate credited may, in fact, be lower than the rate available on a traditional fixed annuity.

Can be appropriate for those people who currently have money in a fixed-rate account, wish to have the potential of higher interest-rate returns, and appreciate the advantages of tax deferral and annuitization.

## Definitions

### Fixed Interest Account

That portion of the annuity fund that is allocated to the guaranteed, fixed-rate interest crediting method.

### Index Credit

The interest rate applied to the Index Interest account, calculated as 100 percent of the growth of the S&P 500 index over a 12-month index term, up to a defined rate cap.

### Index Gain

The percent increase that, after the index rate cap is applied, will be credited as interest on the Index Interest account.

### Index Interest Account

That portion of the annuity fund that is allocated to the index-growth-dependent interest crediting method.

### Index Rate Cap

An announced rate that will be applied as a cap to the amount of interest that will be credited to the Index Interest account. If the growth of the S&P 500 index is greater than the index rate cap, only the amount up to the cap will be credited on funds in the Index Interest account. Also may be referred to as “initial index rate cap” and “renewal index rate cap.”

### Index Term

The 12-month time period, the beginning and end of which are used to calculate index gain. Also may be referred to as “initial index term” and “renewal index term.”

### Interest Rate

The rate credited daily to the Fixed Interest account. The initial crediting rate is guaranteed for one year and then renewal rates are set to reflect current economic conditions.

### Market Value Adjustment (MVA)

The Index Select Annuity has an MVA. The MVA is based on changes in the prescribed index and may increase or decrease the annuity’s surrender value.

### Minimum Surrender Value Guarantee

A contractual guarantee that the minimum surrender value will never be less than 87.5 percent of the contract premium. The ISA meets applicable minimum nonforfeiture requirements. In order to meet those required values, the contract premium begins to accumulate at 87.5 percent of premium and a minimum fund value interest rate of no less than 1.00%.

## Partial Index Credit

An interest rate applied to the Index Interest account in the case of certain mid-index-term distribution events (such as nursing home confinement, terminal condition, annuitization or death). There are no other circumstances in which a partial index credit will be applied.

## Participation Rate

Contractually set as 100 percent of the growth of the S&P 500, this is the percent of the growth of the S&P 500 index that will be credited to the Index Interest account (up to the index rate cap).

## S&P 500 Index

The independent index that The Standard uses to measure the interest to be credited to the Index Interest account.

## Statement Of Understanding

An insurance product may well be deemed to be a security if marketing emphasis is placed on the product's investment aspects rather than its insurance aspects.

When presenting an indexed product, brokers **should**:

- Emphasize that the index annuity is designed as a planning vehicle appropriate for retirement income or to enhance overall retirement savings and benefits.
- Emphasize the contract's guarantees, including the guaranteed interest rate and guaranteed minimum surrender value.
- Emphasize the long-term nature of the contract.
- Emphasize the annuitization benefits and options of the contract.
- Emphasize the nursing home and terminal condition benefits of the contract.
- Market an index annuity to retirement savers who seek the guarantees associated with a fixed annuity, but who also want the potential of a greater return, rather than to existing investors who want equity growth with a guarantee.
- Emphasize, when referencing or discussing the S&P 500 index, that it is merely a means to measure the index return (i.e., excess interest, if any, above the guaranteed minimum interest) and not as a vehicle for participation in the stock market.
- Point out that, for index annuities, your prospect will not be taking any market risk on the principal, but that The Standard will stand behind the product with its guarantees.
- Make sure every prospect gets a copy of the point-of-sale marketing materials, and that every applicant signs and gets a copy of the application, the disclosure statement, as well as copies of the Index Select Annuity consumer materials and the illustration for equity-indexed life policies.

- Make sure that the prospect understands all the guaranteed and non-guaranteed features of the contract.
- Make sure that the prospect understands the surrender-charge period and all associated charges.

When presenting an indexed product, brokers **should not**:

- State or imply that the index return is in any way guaranteed.
- Place undue emphasis on the S&P 500 index; it is solely a means by which The Standard will measure the index interest rate of the index annuity.
- Use terms such as “investment performance,” “investment returns,” “Wall Street” or “stock market.”
- State or imply that using the S&P 500 index ties the contract directly to the stock market.
- Provide a partial or a complete list of the stocks or companies that comprise the S&P 500 index. (Providing such a list could give a false impression that the applicant is indirectly investing in those stocks.)
- Emphasize the similarities of the policies to variable policies, mutual funds and other such investment vehicles. Rather, point out the differences and guarantees of index contracts.
- Prepare or use your own sales materials, illustrations or advertising (including prospecting letters). All sales materials and advertising for the Index Select Annuity must be prepared and approved by The Standard’s home office.

# Compensation

## Commission Amounts

Consult your Annuity Commission Schedule for details.

## Commission Chargeback

### Surrenders

- 100 percent of the commission will be recaptured on contracts surrendered in the first six contract months
- 50 percent of commission will be recaptured on contracts surrendered in the seventh to twelfth contract months

### Death

There is no chargeback on death of an owner or annuitant except in those cases where the deceased was age 86 or older at contract issue, in which case:

- 100 percent of the commission will be recaptured on death in the first six contract months
- 50 percent of commission will be recaptured on death in the seventh to twelfth contract months

## **Sales Support**

For additional information, please contact your National Marketing Organization or our sales team at 800.378.4578. You can also email our sales team at [annsales@standard.com](mailto:annsales@standard.com).

## **Forms And Materials**

You may find these and others at [www.standard.com/annuities](http://www.standard.com/annuities). Be sure to check product availability and revision dates to ensure you're using all the correct forms and materials for your state.

## **New Business Submission**

Annuity New Business, P5C  
The Standard  
PO Box 711  
Portland, OR 97207-9971

## **Street Address For Overnight Deliveries**

Annuity New Business, P5C  
The Standard  
1100 SW Sixth Avenue  
Portland, OR 97204





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