LOOKING AHEAD IN 2009

Is your worksite IQ up to par? Test the level of your basic voluntary-benefits knowledge with these simple true or false statements.

1. **Adopting a Section 125 can allow both employers and employees to experience tax savings.**
   - **TRUE.** That’s one of the best features of a Section 125; both employer and employee can benefit.

2. **Voluntary benefits are portable.**
   - **TRUE.** With so many workers lacking job security, portability is a major selling point to employees. Even if a worker changes jobs, their coverage goes with them.

3. **Certain types of industries are not eligible to purchase our worksite products.**
   - **TRUE.** High risk industries and/or industries that experience adverse rates of employee turnover are not acceptable applicants.

4. **The acceptable maximum annual turnover rate for a qualified employer is 35%.**
   - **FALSE.** The acceptable maximum annual turnover rate for a qualified employer is 25%. Remember, the higher the company’s turnover rate, the lower the persistency and retention.

5. **To purchase our voluntary benefits, a qualified employee must have worked for the employer without interruption for at least a year.**
   - **FALSE.** Employees are eligible after only six months of uninterrupted employment. Six months is a good indication they will stay around for a while.

6. **The minimum case size for Payroll Deduction and Section 125 cases is 10 eligible employees and seven applications.**
   - **TRUE.** If an employer has fewer than 10 eligible employees, they can only be sold on an individual basis.

With company cutbacks prevalent across the United States, the market for voluntary benefits can only get better. Are you ready to handle the increase in potential prospects and customers? 2009 can be your best year ever for worksite sales.