

B- Rating Antidote

During the PT Advantage Beta test with The LTC Exchange, it was rare that an agent questioned Penn Treaty's B- rating. In almost every instance, their client has already been declined by at least one other carrier and most agents are smart enough to realize that there are only two options for these clients: Penn Treaty or self insure. A 1.2 Billion dollar company Vs their life savings!

For those rare occasions where your agent does not see the light, here are several salient rebuttal points to the B- "push back".

1. Why is Penn Treaty B- rated? In the year 2000, Penn Treaty wrote more new LTCi premium than any other insurance carrier except GE. It happened virtually overnight. The surplus requirement necessary to maintain their B++ rating was staggering. Penn Treaty was truly a victim of their meteoric success!
2. Penn Treaty paid over \$172,000,000 in LTCi claims in 2003. They **do not** have a reputation for not paying claims. Just the opposite, Penn Treaty is very proactive in paying claims.
3. Penn Treaty is licensed to do business in 43 States. Among them, the toughest in the country for products that are directed towards Seniors: NY, NJ, PA, TX, CA & FL. If NY says it is ok for Penn treaty to write business there, who are we to challenge their judgment?
4. Which is a greater liability for your agent: Getting a Penn Treaty quote from you and not presenting it to the client, or presenting & placing the Penn Treaty quote. Let me answer that for you. One of our FMOs just had an instance where the agent did not present the Penn Treaty quote to their client because of the B-rating. He was very indignant about the fact that he only represents carriers that have an A attached to their rating. The Client was quoted Select. Three weeks later, the client discovered a lump on her back. It was diagnosed as terminal cancer. The agent now is facing a lawsuit for not presenting the Penn Treaty quote. He did not allow the client to make the choice. Of course the client is going to swear under oath that she would have bought the Penn Treaty policy were it presented.
5. When you get a moment, take a look at the "Product Comparison" tab in the "Forms" Section of your IQ Plus account. It gives you an in depth comparison of Penn Treaty's policy Vs 10 top carriers. You will find that Penn Treaty's policy fares very favorably against the other 10. We are offering your agents a first class policy for their impaired risk clients!