



Grow Your Revenue Protect Your Loans

New Revenue | Comprehensive Training | Bottom Line Impact



The Plateau Group

Your first choice.



The Independent Community Bankers of America (ICBA) was formed more than 85 years ago to serve as the voice of the nation's community banks. Created to provide political advocacy on behalf of its members, ICBA also offers a comprehensive array of products and services which have undergone an extensive and thorough review.

By aggregating its members' buying power and leveraging the financial strength of the association, ICBA assures its members have access to essential, competitively priced products and services to serve their customers and enhance the bank's bottom line.



ICBA Reinsurance is a for profit subsidiary of the association and was created to provide community banks with access to new profit opportunities in the credit life and disability insurance arena and with a stable source of insurance from A-rated companies to meet virtually any borrower's needs.

What is Reinsurance?

Simply stated, reinsurance is the transfer of risk from one insurance company to another. With this transfer of risk comes opportunities for new income in the form of underwriting profits. Underwriting profits are the monies that remain after all claims and administrative expenses have been paid.

Through ICBA Reinsurance's structure, these underwriting profits can be returned to qualifying community banks in the form of tax-advantaged dividends. These dividends are in addition to any commissions the bank may already be receiving.



Founded in 1981 by a group of 38 community banks, the Plateau Group is dedicated to providing debt-related products on a national basis while featuring customer service that is second to none in the industry.

Plateau's product offerings include traditional single premium credit insurance as well as debt protection programs that provide coverage for real-estate secured loans, including home equity lines of credit. Debt protection provides proven coverage solutions for equity loans including living benefits such as involuntary unemployment, hospitalization and skilled nursing in addition to traditional benefits like death and disability protection.

Plateau has built a solid reputation on strong management, sound decisions and consumer confidence and is considered one of the premier providers of products and services to financial institutions.

Headquartered in Crossville, Tenn., the Plateau Group currently employs over 120 people to serve the needs of its community bank customers.

Plateau has received some of the highest ratings from A.M. Best Company on financial strength and operating performance.

Training & Technology

The Plateau Group offers customized training to ensure that our community bank customers fully understand all of the features and benefits that are available through the sale of payment protection products.

In addition to product and sales training, Plateau works closely with key trade associations that support our industry to guarantee that its products are fully compliant with any regulatory issues that might impact these programs.

Plateau's resources include an online quoting system to support the premium calculation function at no cost to its ICBA bank clients. The company's systems are SOC II compliant for security, availability and confidentiality.

Plateau wants to make certain that community bank customers meet their performance objectives while working to safeguard their borrowers against the perils of death or disability.

“ Our customers believe in living up to their financial obligations.
Payment protection provides peace of mind. ”

Robert Flockvich Senior Vice President of Retail Administration, Clear Mountain Bank



Additional Benefits for Your Community Bank

Our partnership gives you a stable foundation on which to grow your credit insurance sales and earn more than just monthly commission income. ICBA Reinsurance® allows you to share in the underwriting profits of the company and in the investment income on your bank's premium reserves. In addition, the added income is returned in the form of dividends, which for most banks are tax-advantaged.

With ICBA Reinsurance, your community bank can earn income through:

- 1** Competitive commissions
- 2** Underwriting profits in the form of dividends
- 3** Investment income on premium reserves
- 4** Favorable tax status of dividends
- 5** Increased sales accompanied with access to product and sales skills training
- 6** Greater yield on installment loans with the addition of credit life and disability insurance
- 7** Reduced credit risk and reduced loan losses



“ When tragedy arises, our customers are extremely thankful for the insurance on their loan. In many cases it will pay off the automobile they need to get to work and get their children to school. ”

John T. McElyea Senior Vice President, Amarillo National Bank

How the ICBA Reinsurance Program Works

ICBA members can enroll in the program by purchasing a non-assessable share of stock in ICBA Reinsurance. As a shareholder, the bank will now become eligible to receive annual tax-advantaged dividends based on the underwriting profitability of their individual credit life program.

There are two participation options for ICBA members:

1 Limited Liability Company (LLC) Option

An institution of any asset size which produces annual credit insurance premium of between \$25,000-\$75,000 will purchase a share of stock in the ICBA Participation Company, LLC. Under the LLC, dividends are pooled for all participants and then allocated on the basis of individual bank premium volume and loss ratio for that year.

Bank Assets (as of Last Call Date)	Stock Purchase Fee
\$0 to \$50 million	\$995
\$51 million and up	\$1,495

2 Participating Preferred Stock (PPS) Option

An institution of any asset size which produces more than \$75,000 in annual credit insurance premium will purchase its own series of Participating Preferred Stock (PPS). Under the PPS, all premiums produced by the bank will be credited to the bank's series of stock.

Bank Assets (as of Last Call Date)	Stock Purchase Fee
\$0 to \$50 million	\$1,995
\$51 million and up	\$2,495

“ I knew this program would be successful because payment protection is all about educating customers. It's all in your mindset and we're here to help customers make informed decisions. ”

Charles T. Barteck Vice President and Retail Sales Manager,
Croghan Colonial Bank at Croghan Bancshares, Inc.



ICBA Reinsurance: A Record of Success

ICBA Reinsurance has returned more than \$2.5 million in tax-advantaged dividends to participating community banks. The company paid its 14th consecutive dividend in 2016.



REINSURANCE®

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“ It is no secret that insurance sales represent one of the largest potential sources of fee income to community banks. Our two community banks saw a three-fold expansion in sales in the first five months in this program. ”

James M. Goetz Chairman/CEO,
Security First Bank of North Dakota

