



# SelmanCo

*Affinity Groups | Banks | Credit Unions | Employers | Insurance Companies*

**Meet Selman & Company**

Spring 2017

[www.SelmanCo.com](http://www.SelmanCo.com) | 440.646.9336 | 6110 Parkland Boulevard | Cleveland, OH 44124

# Contents

## 01 About Us

We are a leading provider of insurance administration.

## 02 What We Do

Meet our five major business units.

## 03 Our Team

Our team of dedicated professionals is critically important to our success.

The logo for SelmanCo features the word "Selman" in a bold, dark blue sans-serif font, followed by "Co" in a red sans-serif font. A horizontal line is positioned below the text, with the left portion in red and the right portion in dark blue, matching the colors of the text above it.

**SelmanCo**

# 01 About Us

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SelmanCo

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# Extraordinary Service

Selman & Company is a trusted insurance administrator that specializes in reducing cost and increasing efficiency for associations, credit unions, banks, employers, and insurance companies. Managing over \$300 million in premium under administration, we serve more than 1.5 million individual customers with integrity and dedication. For more than 35 years, our commitment to extraordinary administrative service has allowed our clients to hone their core competencies, grow business, and strengthen their relationships with their customers and members. Our company is headquartered in Cleveland, Ohio, with a workforce of 200 professionals, and we're among the largest privately-held firms in the nation with focus on the markets in which we serve.



# By the Numbers

Nearly **\$300 million**  
of premium under  
administration

Managing more  
than **1.3 million**  
certificates

Serving:  
**800** Financial Institutions  
**70** Affinity Groups  
**2,100** Employers  
**57** Insurance Carriers



# Acquisitions

Our business has grown organically and through a series of eleven strategic acquisitions located across the nation.



# Our Mission

With integrity and dedication, Our Mission is to consistently and efficiently deliver to our clients extraordinary administrative services.



# Our Products

Critical Illness  
Protection

Life Insurance :  
Term, Whole, Universal

CHAMPVA  
Supplement

Accidental Death

Hospital Indemnity

Long Term Care

Dental

Medicare Supplement

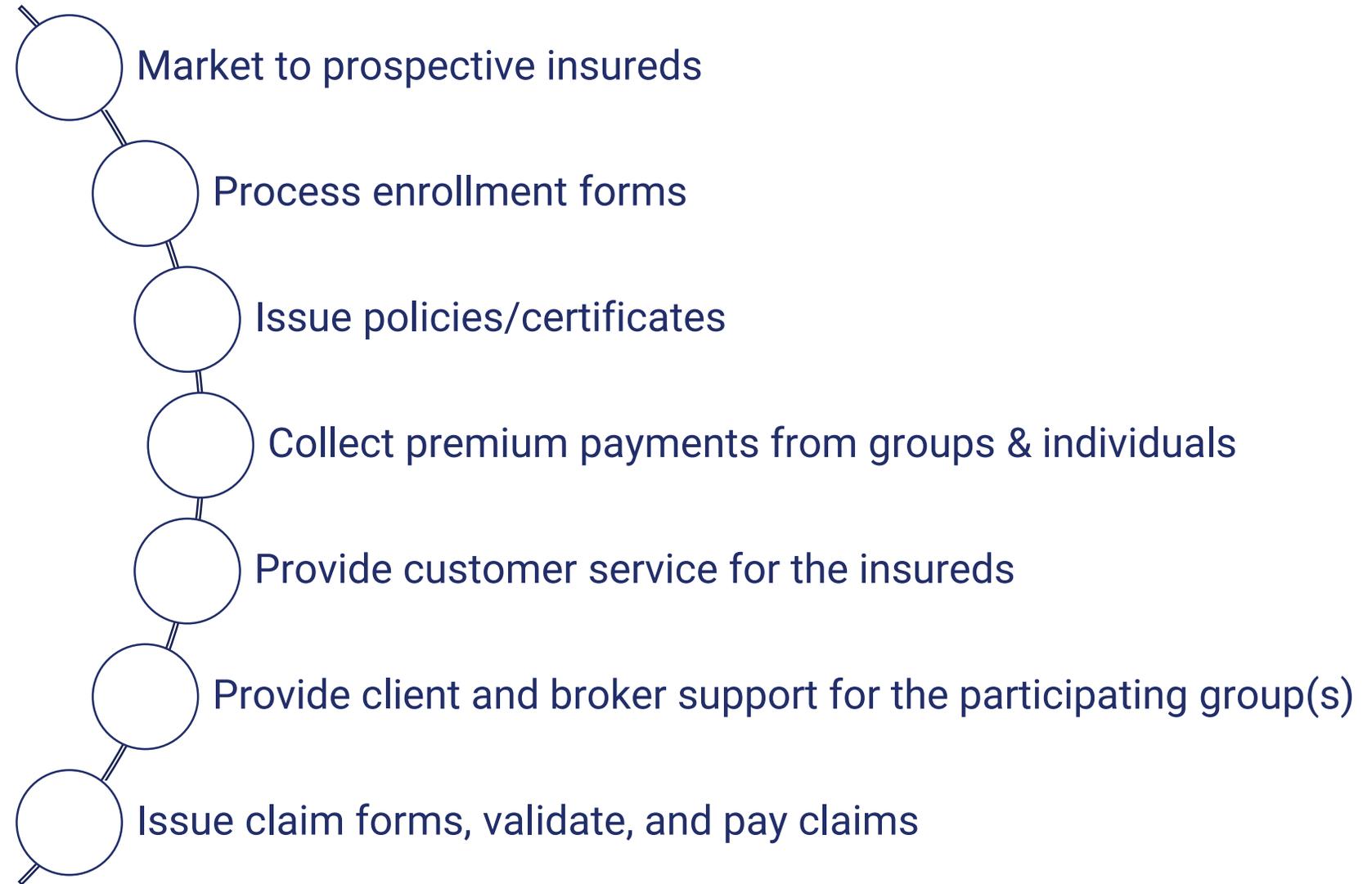
Identity Theft

Disability Income

TRICARE Supplement

...And More

# Insurance Administration

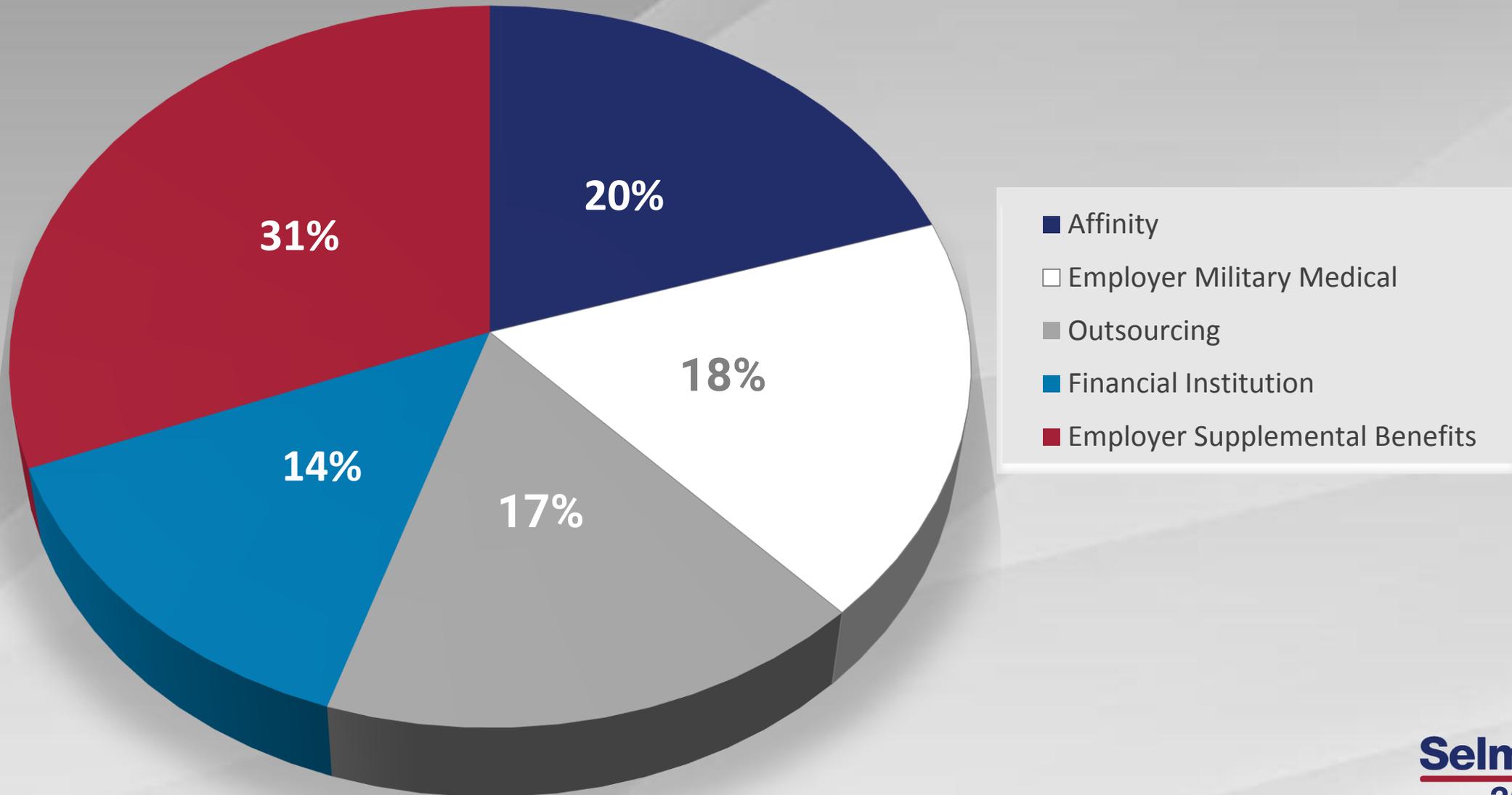


# 02 What We Do

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# Operational Distribution



# Affinity

Selman & Company matches affinity groups with insurance carriers to provide value-added insurance plans for their members.

Those insurance companies rely on Selman & Company to administer the products.

Group  
Coverage

Billed  
Individually

Requires  
Target  
Marketing

Wide  
Variety of  
Plan  
Designs

Requires  
Customized  
Solutions

**Affinity plans have unique features that are well-suited to SelmanCo's administrative capabilities.**



# Outsourcing

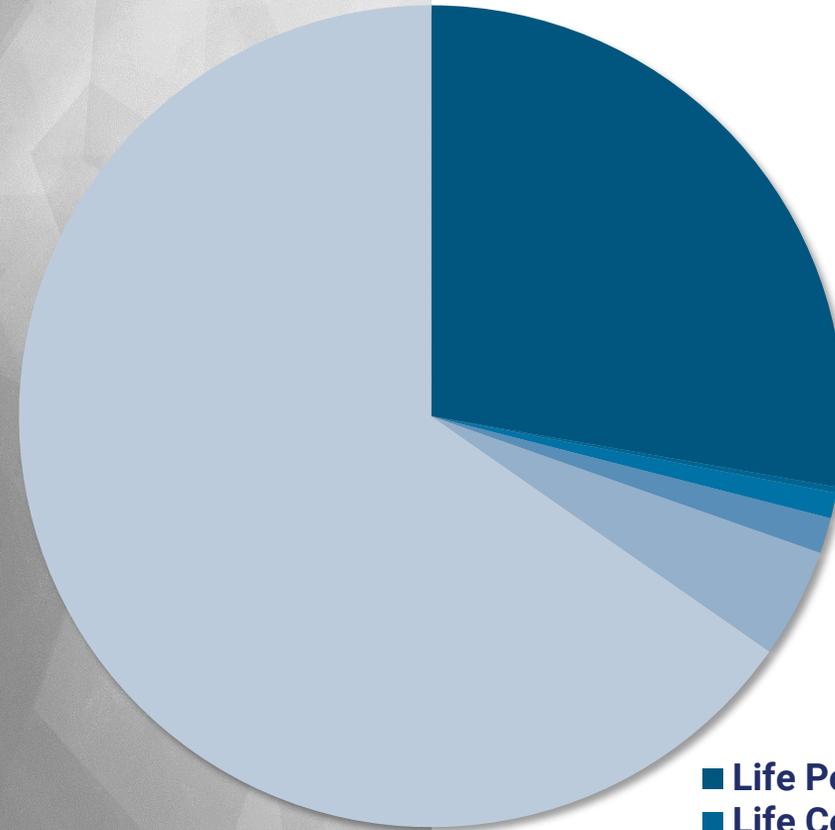
Insurance companies and employer group clients contract with Selman & Company to manage a complex array of insurance programs.

These administrative services are typically not core to their business objectives.

Administrative outsourcing allows them to focus on areas of their business that directly contribute to their success.

## CATEGORIES OF OUTSOURCING SERVICES

- Front End Notification (File Feeds)
- Application Request Fulfillment
- Application Processing & Eligibility Verification
- Premium Billing/Collection & Carrier Remittance
- Coverage Administration
- Financial Reporting



100,000

Number of Insurance Outsourcing Transactions Processed in 2016.

- Life Portability
- Life Conversion
- Long Term Disability Conversion
- Supplemental Term Life
- Direct Bill/List Bill
- Long Term Care

# Banks & Credit Unions

**REDSTONE**  
FEDERAL CREDIT UNION

15000 Main Street  
Anytown, State 123456  
March 31, 2017  
John J. Doe  
1000 Center Street  
Anytown, State 123456

Dear John,

If you died today, what would happen to your family tomorrow? Could they afford to stay in your home? Could they afford college or child care? How long would your savings last? Term life insurance is a basic element of financial planning that is recommended by nearly all the leading personal finance experts. You've been meaning to take action. Check this off your list today.

As a member of Redstone Federal Credit Union, you are eligible to apply for a Group Term Life Insurance Policy from Transamerica. This type of insurance is designed to help you safeguard against financial collapse.

**Get It Done Today!**

1. Watch the video and enroll online:  
<https://hubs.ly/H9f6WVv9l0g>
2. Call for more information:  
877-665-7563

Go online now to watch a video that explains:

- What is group term life insurance?
- What are the benefits?
- How much will it cost?
- How much term life insurance do I need?

If you don't have a plan for the unthinkable, now is the time to make one—and hope you never need it.

Sincerely,  
Jim Doe  
Title  
Redstone Federal Credit Union



Insurance is underwritten by Transamerica Insurance Company. Credit ratings of the issuer, details of any policy, plan or other benefit and other important information are subject to review, approval and terms of the insurance policy. Contact your company's plan administrator and broker agent for your enrollment.

BB&T

Share This: 

WHAT IS  
**Term**  
LIFE INSURANCE

0:05 / 1:48

Hi Angela,

Studies show that a staggering 7 out of 10 families with children under 18 would have trouble paying the bills if the household breadwinner passed away unexpectedly. But you can help your family maintain financial stability even if the unthinkable becomes reality with a term life insurance plan from One Credit Union.

Watch the video to learn how Group Term Life Insurance can:

- Provide a guaranteed monthly income stream to make sure that the day-to-day living expenses of your beneficiaries will be covered.
- Match specific needs such as a mortgage, a child's college education, or the ongoing care of a loved one.
- Ensure a fair distribution of funds among dependents from current and previous relationships.

**Play Video**

Learn more about our services, contact your relationship manager. All services subject to credit review. Interest rates and fees subject to change without notice. © 2017 BB&T Bank. All rights reserved. BB&T Bank is a member of the BB&T Financial Group. BB&T Bank is a member of the BB&T Financial Group. BB&T Bank is a member of the BB&T Financial Group.

Selman & Company 4110 Parkland Boulevard Cleveland, OH 44124 USA  
You received this email because you are subscribed to emails from Selman & Company.  
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Unsubscribe from all future emails.

Like Affinity groups, many banks and credit unions rely on Selman & Company to market and administer their insurance products.

# Employer Supplemental Benefits

1

**EMPLOYERS OFFER  
SUPPLEMENTAL  
BENEFITS**

**■ ALSO KNOWN AS:**

Voluntary Benefits  
Worksite Benefits  
Fringe Benefits

**■ EXAMPLES:**

ID Theft  
Accidental Death  
Long Term Care  
Voluntary Pet Insurance  
Dental  
Legal Assistance  
Term Life/Whole Life  
Gap Medical

2

**WHY?**

**■ FOR EMPLOYEES:**

Provides added value and  
compensation

**■ FOR EMPLOYERS:**

Helps recruit and retain good  
employees

**■ FOR CARRIERS &  
BROKERS:**

Generates revenue

3

**SELMAN & COMPANY SERVES THE  
EMPLOYER, BROKER, OR  
CARRIER**

**■ HOW:**

- Administration (Enrollment, Billing & Collection, Customer Service, Claims, etc.)
- Benefits Services (Simplified Reconciliation of Billing Payments, Self-Payment Options, Distribution of All Funds)
  - Combined Billing
- Client Relationship Management
- Seamless Systems Integration
  - Compliance

4

**RESULT**

Portfolio of Best-In  
Class Products That Are  
Easy to Manage

# Our Insured Customers



EMPLOYEES  
WITH  
BENEFITS  
OFFERED  
THROUGH  
WORK



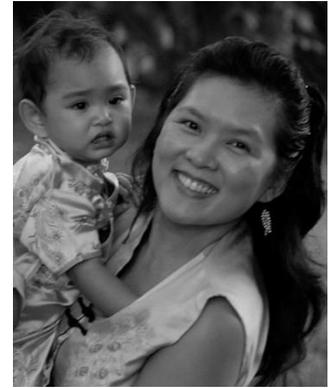
CUSTOMERS  
OF BANKS



MEMBERS  
OF CREDIT  
UNIONS



MEMBERS OF  
ASSOCIATIONS  
OR AFFINITY  
GROUPS

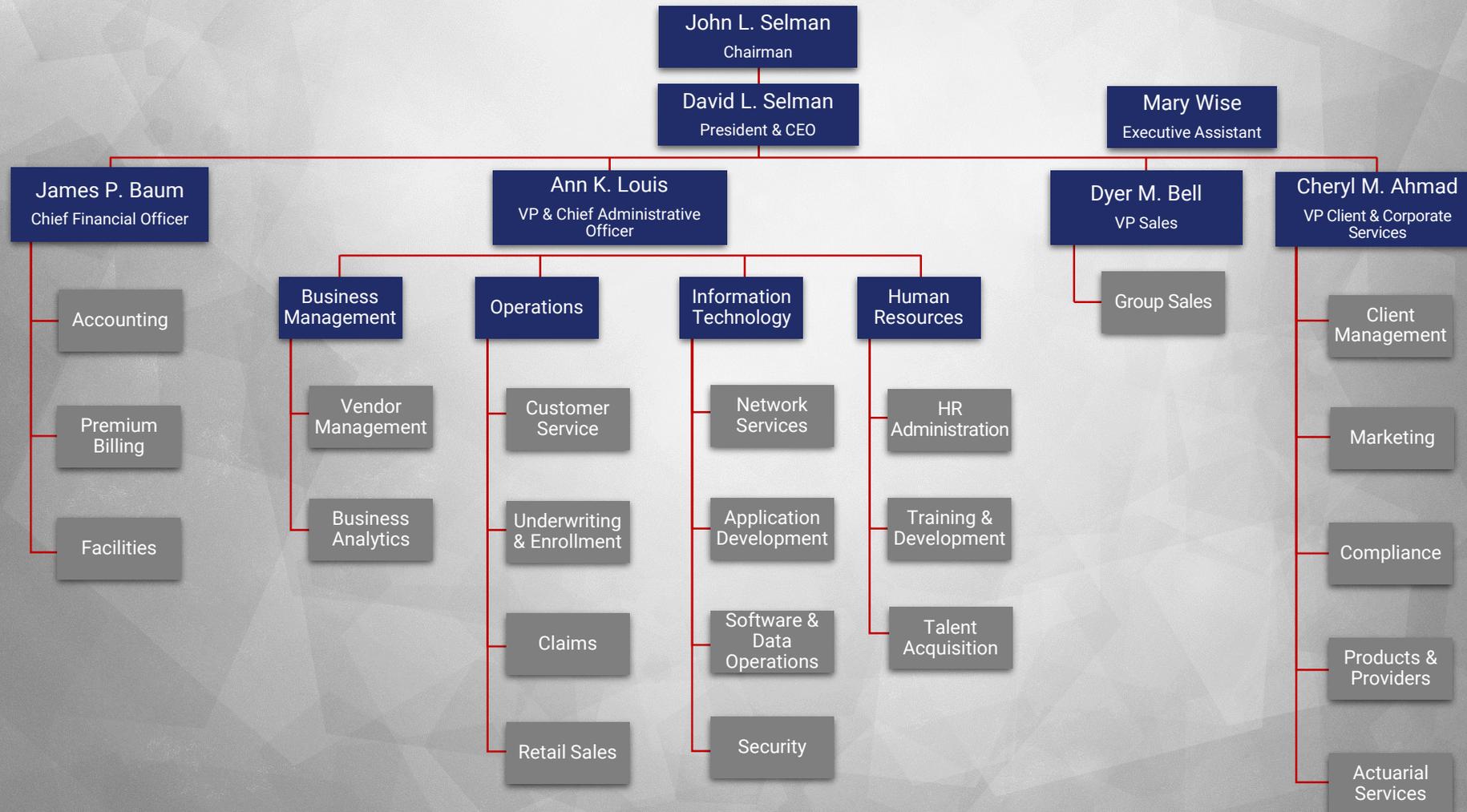


CUSTOMERS  
OF  
INSURANCE  
COMPANIES

# 03 Our Team



# Organizational Chart



# Core Values



# Core Values



## Integrity

We earn trust based on the integrity of our people and processes.



## Accountability

We are a reliable and responsible business partner.



## Entrepreneurship

We are pioneering and passionate in our daily work.



## Excellence

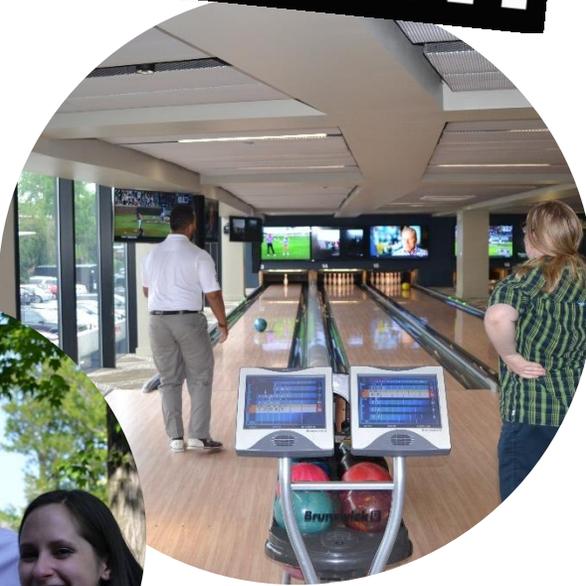
We achieve excellence through attracting and retaining top performers.



## Respect

We treat others as we wish to be treated and are respectful in all of our interactions.

# Culture



# Demand the Extraordinary

Contact our sales team to discuss how we can help your organization reduce cost or boost revenue with insurance administration solutions.

If you're ready to shine as a star performer, contact our human resources group.

For extraordinary insurance administration, choose Selman & Company.

Dyer M. Bell

VP Sales

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