



## RM Training Bulletin for Simply Easier Payments ("SEP")

- 1) **Who is SEP?** SEP is a privately owned payment processing company operating out of Durham NC. SEP's competitors are companies like ePayPolicy, Worldpay, and Agave. SEP works primarily with retail agencies, but is branching out to work with general agencies and insurance carriers as well. SEP has placed a significant amount of resources into its tech development. SEP is integrated with Easy2Quote combined to form an Ascend-like interface on the SEP platform. Easy2Quote is also integrated with SEP for payment processing and digital signature.
- 2) **Brief Profile of SEP Agencies.** SEP works with around 1000 retail agencies nationwide. SEP works with offices ranging from small, family owned operations, to large, national programs like Trucordia Insurance—one of CPF's largest customers.
- 3) **Development Group Project:**
  - Program Managers – Ben Crowley & Matt Libutti
  - Program Senior AR – Devin Lesh
  - Group Code – "1\_SIMPLEA"
  - Local Regional Manager:
    - Will be assigned as the "Master"
    - Compensated based on currently approved, standard guidelines (i.e., the "National Program Matrix" that has been previously presented)
- 4) **RM Action Items**
  - a) Become acquainted with the premium financing interface within SEP. Schedule meeting with the Development Group to review the interface and/or schedule individual trainings with SEP.
  - b) Follow-up immediately on referrals or redline quotes generated by SEP. Offer to customize the agency's rates and terms so that integration quotes always reflect desired terms.
  - c) For agencies that request to be opted into the SEP integration, forward the respective agency code to National Underwriting and request for the agency to be opted into the integration.
  - d) Provide constructive feedback to the Development Team on how CPF can improve its integration with SEP.
  - e) Consider offering SEP in situations where you are competing with Ascend or IPFS.



**simplyeasier**  
PAYMENTS™

5) **Quoting Process.** Agency will enter policy information directly into SEP's invoicing function (including policy commission), select to provide a premium financing option, and then generate an invoice to the insured where the client can choose to finance or pay in-full:

Expand rows to see detailed information		Policy Number	Coverage	Carrier	MGU
Policy Number	WC 89756456				
Policy Type*	Normal				
Policy Term*	12 Month				
Coverage Type*	WORKERS COMP				
Inception Date*	06/01/2023				
Expiration Date*	06/28/2024				
Carrier Name*	TRAVELERS COMPANIES INC				
MGA/Broker Name					
Pure Premium*	\$8,750.00				
Minimum Earned Premium Percent*	12.00%				
Policy Fee	\$0.00				
Broker Fee	\$0.00				
Tax Sample Fee	\$0.00				
Inspection Fee	\$0.00				
PUC Filings?					
<input type="button" value="Save Policy"/>					
<small>Add Policy Manually</small> <input type="button" value="CREATE QUOTE"/>					

**CALVIN INSURANCE**

Invoice #  
DUE: 1/11/2024

NAME  
ABC Trucking

POLICY NUMBER  
P-590922

ITEM	COST
Paid In Full Amount (Down Pay Option Available)	\$2,000.00

**AMOUNT DUE  
\$2,000.00**

**PAY NOW**

**CALVIN INSURANCE**

**Payment Plan**

	Down Payment	Paid In Full
Due Today	\$300.00	\$2,000.00
Installment(s) Due Now	\$0.00	
Payment Amount	\$300.00	
Remaining Payments	10	
Beginning on	1/12/2024	
Amount of Each Payment	\$179.05	

**PAY DOWN PAYMENT** **PAY IN FULL**

Return/Refund Procedure

### Software Demo

Agency -- Provides a demo of the integration from the viewpoint of a producer  
Insured -- Provides a demo of the insured customer journey.



**Endorsements**—The capability to finance endorsements through the integration is currently in development. In the interim, please invite the agency to email endorsement requests to [quotes@capitalpremium.net](mailto:quotes@capitalpremium.net).

**Rates & Terms Customizations** – The capability for the agency to customize down payments and interest rates within SEP's platform is currently in development. Customized loans can still be processed through SEP's workflow by (1) creating the custom loan within FP or E2Q, (2) providing the agency with the quote number for customized loan, and then (3) instructing the agency to enter the CPF quote number into SEP's import function within the invoicing tab of the platform.

**Large Loan Workflow** – SEP's integration is calibrated to only generate successful invoices for loans that are under a certain policy amount threshold. Currently, that threshold is 100K. For loans that house policies over 100K, advise the agency to email [quotes@capitalpremium.net](mailto:quotes@capitalpremium.net) and then import the quote through the method described in the above paragraph. The Development Group is currently in the process of programming a higher threshold for the program.

**6) Program Special Terms Overview:**

- 20/10,25MEP,NF,0-100K,PRO
- 25/9,25MEP,F,0-100K,PRO
- 20/10,25MEP,NF,0-100K,SHORT
- 25/9,25MEP,F,0-100K,SHORT
- Additional special terms can be submitted through the normal process

**7) Retail Agency Revenue** – Retail agencies within Trucordia have the ability to program contingency fees into their Trucordia-coded profile (Group Code "TRU"). Late fee sharing and installment fees are not permitted at the agency level, but rather are handled by corporate. Contact the Program Managers with questions.

**8) AFP Programs** – SEP agencies are qualified to participate in AFP programs at the RM's discretion.

**9) Approved Program Rate Structure**

From	To	Buy Rate
\$0.00	\$4,999.99	18.24%



\$5,000.00	\$9,999.99	15.74%
\$10,000.00	\$24,999.99	14.23%
\$25,000.00	\$49,999.99	12.72%
\$50,000.00	\$99,999.99	11.73%
\$100,000.00	\$249,999.99	10.23%
\$250,000.00	\$999,999,999.99	9.20%

Rates effective as of 1/16/2025

*This rate chart will only be assigned to new agencies added by the program. Rates can be adjusted according to normal guidelines at the RM's discretion. SEP is not sharing in any interest or late fee revenue with CPF.*

**10) Reporting** – Monthly compensation reports will be sent directly to agencies. CPF will pay retail agencies directly with respect to added points. Aggregated reports will be provided to Trucordia corporate, and JV profit sharing distributions will be made to Trucordia corporate.

**11) Important Notes**

- a) SEP is currently working to make the following enhancements within the integration:
  - i) Endorsements
  - ii) Rate and Terms customizations within SEP platform
  - iii) Large loan workflow
  - iv) Account management tools
- b) SEP is NOT sharing in any interest or late fee revenue with CPF

**12) Important talking points when speaking with agencies:**

- a) Easy2Quote is embedded within the SEP platform
- b) SEP and CPF operate separately and do not represent one another
- c) This embedded integration is most effective when your desired rates and terms are pre-programmed. Quote customization requests can be emailed to [quotes@capitalpremium.net](mailto:quotes@capitalpremium.net)
- d) SEP is one of several methods to quote with CPF. If SEP doesn't fit your agency's workflow, we will be happy to share other quoting methods we have available.
- e) While we provide the premium financing fulfillment on the backend, any in-depth training will need to be conducted by SEP. Let me get you in touch with them.

**13) SEP Contact information:**



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