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# **Vantis Has Nearly Tripled Premium From Life Protection Products In Five Years**

By MATTHEW STURDEVANT

WINDSOR — Vantis Life Insurance Co. continues to grow as it expands its geographic reach, offering life insurance through banks and credit unions farther afield in upstate New York, Pennsylvania, Maryland and elsewhere.

The life insurer announced Monday that it had a 38 percent increase last year over 2012 in new annualized recurring premiums — revenue on life insurance used as financial protection rather than single-premium plans often used to transfer wealth to the next generation.

New annualized recurring premiums have nearly tripled in five years to \$5.52 million last year from \$4 million in 2012. In 2008, they were \$1.9 million.

The company's revenue included \$27.4 million in premiums last year. Vantis has about \$5.1 billion of life insurance in force, said Craig Simms, Vantis Life's senior vice president of marketing.

The growth has come from selling protection-type life products through regional and "super regional" banks, such as M&T Bank, People's United Bank, Astoria Federal Savings Bank and others.

"We have a great model," Simms said. "We have an Internet-based quote platform. We have great wholesaling and marketing support that we provide to the banks with the knowledge that we have of [life insurance]."

Vantis has wholesalers who train bank and credit union employees to offer financial protection life insurance products. One logical time to sell the policies is when a person takes out a home loan, Simms said.

The company has 90 to 100 employees, as has had for several years.

Vantis is a privately held company, which used to do business as Savings Bank Life Insurance Co. in Connecticut. It has built on expansion plans in the past eight years after taking on the name Vantis, so as not to be confused with Savings Bank Life Insurance Co. of Massachusetts, which is unrelated.