ETHICS FOR AGENTS: 10 CASE STUDIES

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Ethics for Agents

• What is the definition of Ethics?

• The moral principles that guide our behavior
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• The moderator will read each of the following 10 case studies to the group.
• The class will spend approximately 4 minutes discussing each case together and will attempt to come to consensus.

Case Study #1

• Agent earns commissions selling for Company A for 4 years. Agent leaves Company A to sell for Company B, a company rated higher than Company A. Agent replaces the book of business from Company A to Company B.
• Is this ethical? Yes/No Why?
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Case Study #2

• An individual can afford to purchase long term care insurance. The same individual has a high net worth. This individual gives away the assets, thereby qualifying for Title 19 (Medicaid).
• Is this ethical? Yes/No Why?

Case Study #3

• An individual arrives late to a continuing education class. During the four hour session, this individual does other work not related to the class.
• Is this ethical? Yes/No Why?
• If you were the moderator of the class, what would you do?
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**Case Study #4**

- A P&C agent has a contract with a company that allows her to offer 3 different rates to her clients. The lowest rate also pays the smallest commission. A prospect calls and asks for the best rate the agent has. The agent offers the prospect the middle rate.
- **Is this ethical? Yes/No Why?**

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**Case Study #5**

- An agent sells only variable life insurance and doesn’t believe in permanent insurance.
- **Is this ethical? Yes/No Why?**
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Case Study #6

• Are there times an employee has to keep information from the boss?
• If I knew this information could impact the company in a negative way, should I tell someone or keep it to myself?
  • Ethical? Yes/No Why?

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Case Study #7

• Since management’s goals are carefully developed, I should take whatever steps are necessary to attain them.
  • Yes/No Why?
Case Study #8

• One of your clients has submitted a claim and it is not paid to the client’s satisfaction.
• She is extremely upset.
• What are some of the ways that you can handle this in a most professional/ethical way?

Case Study #9

• Agent chooses to do CE online. He takes a 12 hour class and finishes it in two hours.
• Is this ethical? Yes/No Why?
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Case Study #10

• Your neighbor owns a dog. They take the dog for walks around the neighborhood. The dog poops on your lawn. They look around to see if anyone is looking. They see no one and continue on their way.

• Is this ethical? Yes/No Why?

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• What have your learned from reviewing these cases?

• What steps will you take to remain an Ethical Agent?