



To: Southern United Producers

Re: New Reinstatement Procedure—**Reinstate with Lapse in Coverage Effective 11-03-2008**

Effective 11-03-2008, we have revised our procedures for policy reinstatements. All policy reinstatements will now be processed with a lapse in coverage if the insured pays on or after the cancellation date. This replaces our current procedures and this memo should be retained as an addendum to the Underwriting Guidelines.

Highlights of the revision are:

- **NO NEED to call a customer service representative for a reinstatement.**
- **The No Loss statement will not be needed as we will reinstate 12:01 am day after postmark.**
- **Payments accepted via credit card or agency's sweep account.**
- **Policies will be reinstated with a lapse up to 20 days.**
- **Credit for lapse day's premium will be spread over remaining installments.**
- **Insured may make a credit card payment by going to www.southernunited.com and click on customer.**

Procedure to reinstate a policy within your authority per the Underwriting Guidelines:

- The payment amount can be obtained from Passport under the "Notices" tab.
- Send an email to reinstatements@southernunited.com indicating the payment amount received.
- If payment is to be made via your agency account, the email should give us authorization to sweep your agency's account and provide the amount.
- If payment is to be made via credit card, the email should give us the following information:
 1. Mastercard or Visa
 2. Account number
 3. Expiration date
 4. 3-digit security code on the back of the credit card
 5. Cardholder name
 6. Amount to be charged

You will receive a confirmation number from our Underwriting Department within one business day of receiving your request for reinstatement. If the policy is unable to be reinstated, you will be contacted by our Underwriting Department.

Future Enhancement

With the implementation of Reinstatements with Lapse, our Passport 3 Online Payment Option for our Producers should be modified by January 2009 to also accept payments on cancelled policies. Policies will be able to be reinstated with a lapse in coverage on line.



MEMBER OF KINGSWAY FINANCIAL GROUP