

3 Easy Steps to Permanent Protection!

Are you looking for:

A simple solution to your clients' final needs planning?

A product with guaranteed premiums and guaranteed death benefit for life?

A simplified underwriting process with no paramed exam, blood draw or urinalysis?

Plus the satisfaction of knowing if your client is approved for coverage before you even submit the app?

So simple...



90%
of decisions
are given
over the
phone!

(LifeScape Simplified Whole Life is just what you're looking for!)

Here's all you have to do:

1. Complete the application

Complete the paper or (even better) electronic app with the client. Be sure the client can answer "no" to the first six questions in Health Section A, as these are "knockout" questions. If the answers are no, move on to Health Section B.

If the client answers "yes" to the question in Health Section B, they may qualify for the Modified Benefit Whole Life plan. If they answer "no," move on to Health Section C.

If they answer "yes" to any of the three questions in Health Section C, they may be eligible for the Graded Benefit Whole Life plan. If they answer "no," they may qualify for the Level Benefit Whole Life plan.

2. Set up a phone interview

When the app is completed, call for a point-of-sale phone interview.* This is not required but is highly recommended to expedite processing. (If a point-of-sale phone interview is not completed, Assurity will call to interview the client after you submit the app.) Our in-house interview specialist will ask for the client's authorization to run MIB and script checks. As those reports are pulled up, the interviewer will again ask the client the 10 health questions from the application. If nothing in the two reports conflicts with the answers to the questions, the interviewer will tell the client whether they have been approved for the Level, Graded or Modified Whole Life plan.

Tip: Before you make the call, ask your client to have all current medications readily available. This will help ensure you don't have any curveballs thrown your way when we run the script check!

See next page for more information ▶

For producer use only. Not for use with consumers.

3 Easy Steps continued...**3. Submit the application**

Submit the application for processing. If a point-of-sale phone interview was completed, Assurity will issue the policy within four business days. Otherwise, we will send you a check for \$100! That's the Assurity Advantage. (To qualify, applications must be completed correctly and all requirements fulfilled.**)

It really **is** that easy! Our interview specialists are waiting for your call to get your clients approved today!

Contact our interview specialists
at (877) 611-4701

Monday–Thursday from 7 a.m.–9 p.m. CMT

Friday from 7 a.m.–6 p.m. CMT

Saturday from 9 a.m.–1 p.m. CMT

**The Assurity Advantage
4-day service guarantee**



*Credit card payments
accepted on e-apps!*

We guarantee that your simplified underwritten applications will be processed and the policy mailed within the days stated below, or the writing agent can receive \$100 cash.

* For clients under age 60, a telephone interview is not required.

** Requirements for the Assurity Advantage are on AssureLINK.

Policy Form No. I L601, I L602, I L603 underwritten by Assurity Life Insurance Company of Lincoln, Neb. Assurity is a marketing name for the mutual holding company Assurity Group, Inc. and its subsidiaries. Those subsidiaries include but are not limited to: Assurity Life Insurance Company and Assurity Life Insurance Company of New York. Insurance products and services are offered by Assurity Life Insurance Company in all states except New York. In New York, insurance products and services are offered by Assurity Life Insurance Company of New York, Albany, NY. Product availability, features and rates may vary by state.

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