

The Assurity Advantage

You and your business are important to us at Assurity Life Insurance Company. To prove we're serious, we launched **The Assurity Advantage** in May 2005. Our four-day guarantee assures that your application for our simplified products will be processed and the policy mailed within four business days, or the writing agent can cash in on an additional \$100.



Submit your applications today! If your **qualified** applications are received in our office by noon on Monday...policies will be in the mail on Thursday.

We're betting you'll like our accelerated service, but if we miss our deadline, we'll back up our promise 100 ways!

- ▶ **Qualified** apps will be processed and the policy MAILED in four business days!
- ▶ If not, you receive \$100!
- ▶ Includes these simplified products: Simplified Whole Life, Acci-Flex Life, Simplified Critical Illness, and Simplified DI.

See other side for complete guidelines.

The Assurity Advantage

The Assurity Advantage assures that your application will be processed and the policy mailed **within four business days**, or the writing agent can cash in on an **additional \$100**.

Products included in the program:

- LifeScape® Simplified Whole Life
- LifeScape® Acci-Flex Life
- AssurityBalance® Simplified Critical Illness
- AssurityBalance® Simplified DI

Applications need to be filled out correctly and all required items included to qualify!

Requirements for this guarantee include:

- The correct state version of the application must be properly completed, readable and contain all required signatures. All questions must be answered. All application pages, all completed authorizations, disclosures and compliance forms must accompany the application. Applications requiring the home office to contact the agent or client for clarification on the application or for additional information will not qualify for this guarantee.
- All applications requiring a Personal History Interview must have the interview completed prior to submitting the application.
- The applicant must fall within the published Underwriting Guidelines for the selected product. Although all cases will be expedited, those requiring additional information/review based on medical/personal history, MIB, prescription drug or Motor Vehicle Report history will not qualify for this guarantee.*
- Prior to submitting the application, the writing agent must be contracted with Assurity and licensed and appointed in the correct state with Assurity.
- All policies will be issued C.O.D. unless a valid form of payment is received with the application.
- Applications received after 12:00 noon CST will be considered to have been received as of the next business day.
- When multiple products are applied for simultaneously, we will hold all applications until a final decision has been made for each product, and they will be issued together. Therefore, if a product in the Assurity Advantage program is applied for at the same time as a non-Assurity Advantage product, it will not qualify for the service guarantee. However, Acci-Flex applications may be approved in advance of fully underwritten products if the application meets approval criteria.

We've been meeting this service standard since 2005! However, if we fail to mail your policy meeting the above requirements within four business days, contact us to cash in on your \$100! To find out more about **The Assurity Advantage** or to claim your \$100, contact new business services at (800) 276-7619, Ext. 4264 or underwriting@assurity.com. We're eager to earn your business and become your provider of choice for the family marketplace.

**Qualified policies
mailed in four
business days or you
cash in on \$100!!**

* Type of product being applied for will determine the extent of additional information/review needed.

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