Want life insurance coverage faster — with fewer needles and exams?

Grange Life delivers speed — without sacrificing quality — with its Expedited Underwriting service!

Issue times can be slashed to as little as a week meaning better placement rates, less chance for “buyer’s remorse,” easier cross-selling with P & C products and a lower white-knuckle factor for those with anxiety about needles and exams.

What’s under the Hood?

Expedited Underwriting is fueled by an individual’s lifestyle and financial information gathered from third-party sources, including data on health, home ownership, education, legal history, evictions and debt. Use of this information reduces the need for exams and medical records to make an underwriting decision on smaller cases, meaning a lot less time and hassle for you and your clients.

Plus, it’s been shown to predict mortality just as well as traditional full medical underwriting. We are even leveraging this information on larger cases.

What Cases Merge into Expedited Underwriting?

Cases for $100,000 – $250,000* of coverage on insureds aged 18-50 will receive Expedited Underwriting service, regardless of product (except on SPUL, which is already simplified).

Note: The original underwriting decision made won’t improve if you later change the face amount to one outside the Expedited Underwriting range.

What You Need to Know

Use this information to help make the process run smoothly.

Quoting. Lifestyle and financial considerations have always been part of underwriting, but the Expedited Underwriting approach weighs this information differently.
differently than in the past. As a result, predicting your clients’ risk class may be different too.

**Tip:** Quote rates for 2-3 risk classes, saying you’ll know the specific rate soon — often within a week.

**Applying.** There’s no special application process, no special forms and no separate products to navigate. Just submit the case using the normal app (full-length or Snap short-form — electronic or paper) and we’ll do the rest.

**Discussing the Bottom Line**

Clients may be less price sensitive about life insurance than you think. On average, consumers estimate its cost at 3 times the actual price.¹ Still, price is important and risk class is a driver. Here are a few ideas on approaching it.

- **Initiate the process.** Talk about life insurance in your first P & C meetings (40% of those who bought life from their multi-line agent did).² Clients may be surprised at its affordability — and that you offer it. Expedited Underwriting’s quick turnaround fits well into the sales process — and clients may qualify for an auto insurance discount.

- **Give a range of rates.** By quoting 2-3 risk classes for Expedited Underwriting cases, you can set appropriate expectations — and you’ll get an answer in about a week.

- **Put it in perspective.** If clients come in with a price from an ad, point out the price is likely the best risk class and they may not qualify for it. And, ask if a website will be there to answer questions, make policy changes or help a family through a claim.

**Things to keep in mind:**

- **DO NOT** order medical requirements up front — even if you normally handle that part. Instead, wait until you hear from us. Many Expedited Underwriting cases won’t need any additional requirements!

- Using the full app may speed the process since we won’t have to wait for the telephone interview to be completed.

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**What are agents saying?**

“I can’t believe how much faster my policies were approved; it was TWICE as fast as your Final Expense product.”

— Travis Dill, Langley Financial

Newport News, VA

“Grange always is fast, but now even faster, and I can close more life sales and cross sales with this quick turnaround.”

— Jack Lillie Jr., Jack Lillie Inc.

Burlington, KY

“...We can now offer life insurance protection that: (1) does not require them to disrupt their schedule to arrange a paramedical exam, (2) removes the fear for those that are averse to a needle stick, and (3) adds the incentive of additional savings on their Grange auto insurance. These things can sometimes be just enough to move someone to take action on something they know, in their heart, should be done.”

— Bruce Braselton, Winder Insurance Center

Winder, GA

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1 Source: Life Foundation, 2014

2 Source: LIMRA, 2011

Life policies are issued by Grange Life Insurance Company, Columbus, OH, and are subject to underwriting approval. Not available in all states. Expedited Underwriting reduces the need for medical requirements, but they’ll still be needed on some cases. Testimonials used with permission.