



EQUITABLE

## Success story

# Equitable Term-in-10<sup>SM</sup>

Faced with a busy schedule, this Equitable Advisors branch manager tried Term-in-10<sup>SM</sup> for the first time. Now, he's convinced it's the way to go for many types of clients. Let's see why.

### The situation

In performing an insurance review for a client, Hugo Castro decided to look at Term-in-10<sup>SM</sup>.

- The client needed to update a portion of their insurance portfolio.
- They were intrigued by the all-digital experience of Term-in-10<sup>SM</sup>.
- While the client was in good health, they preferred to save time with a no-exam, instant-issue approach.

### The result

Hugo filled out the Term-in-10<sup>SM</sup> pre-application form, which sent the client an email with a link to start the application. The client began the simple, straightforward process, answered the questions, hit submit and had a decision in about 30 seconds. They were pleased with their rating and the offer, so they accepted and were directed to the payment portal to input their payment information. Within a couple minutes, they received an email with their new policy and all the necessary documents. In whole, it took them 7-8 minutes, even though it was a \$1 million policy, at the top of the threshold.

### Reasons Term-in-10<sup>SM</sup> sold

- Seamless, digital experience for coverage in less than 10 minutes
- No APS, labs or exams were needed
- Convenient, affordable way to get the right amount of insurance coverage

### Why sell Term-in-10<sup>SM</sup>?

#### Potential benefits for the financial professional:

- Seamless, all-digital underwriting frees up time for you and your client
- It's a way to differentiate yourself with a new product and experience
- Quickly complete your client's portfolio with simple, flexible protection
- Technology makes it easy to conduct business remotely

#### Potential benefits for the client:

- All-digital, noninvasive experience gets them the protection they need in just 10 minutes or less
- Stay in control of your application, while your financial professional is there to guide you through the process and answer questions if needed
- Convenient and affordable
- Convertible to a permanent policy with Equitable Financial<sup>1</sup>



**"I see Equitable Term-in-10<sup>SM</sup> for all types of clients in many different situations.** This could be very useful in a business setting, for buy-sell agreements or key person, and for individuals for personal protection. It's so efficient and straightforward. I think it's the future of where we're headed for writing term insurance."

— Hugo Castro, CFP®, CLU, ChFC® | Executive Vice President Equitable Advisors, South Florida Branch

**For more information, please call the Life Insurance Sales Desk or visit [equitableLIFT.com/term-in-10](https://equitableLIFT.com/term-in-10).**

1. Twenty-term provides a 10-year conversion privilege, 15-year term provides a 7-year conversion privilege and 10-year term provides a 5-year conversion privilege. After 5 years, we reserve the right to limit the permanent product offered.

Term-in-10<sup>SM</sup> may not be available in all jurisdictions. Some states may vary the terms and conditions.

A life insurance policy is backed solely by the claims-paying ability of the issuing life insurance company. It is not backed by the broker/dealer or insurance agency through which the life insurance policy is purchased or by any affiliates of those entities, and none makes any representations or guarantees regarding the claims-paying ability of the issuing life insurance company.

Term insurance policies are issued by Equitable Financial Life Insurance Company and are co-distributed by Equitable Network, LLC (Equitable Network Insurance Agency of California in CA; Equitable Network Insurance Agency of Utah in UT; Equitable Network of Puerto Rico, Inc. in PR) and Equitable Distributors, LLC.

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