

# Equitable Term-in-10<sup>SM</sup> tool kit:

Click on each asset to learn more

Term-in-10<sup>SM</sup> is simple, flexible life insurance protection featuring an all-digital experience.

## Client materials:

**EQUITABLE**  
**Equitable Term-in-10<sup>SM</sup>**  
Get the coverage you need in 10 minutes or less with our seamless, all-digital experience

**Term-in-10<sup>SM</sup> is simple, flexible life insurance protection featuring an all-digital, no-consultation experience.** It's more than just convenient and fast. It's a simple, flexible life insurance protection that's just 10 minutes or less.

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Term-in-10 client brochure

**EQUITABLE**  
**Fast, affordable life insurance coverage**  
Equitable Term-in-10<sup>SM</sup> offers the protection you need in just 10 minutes

**Get the insurance in just 10 minutes**  
Meet Rashida. She needed life insurance protection for her family. She wanted something that was fast, affordable, and easy to get. She found it with Equitable Term-in-10<sup>SM</sup>. She got her policy in just 10 minutes.

**Meet Rashida**  
Rashida is a 35-year-old mother of two. She works in marketing. She wanted life insurance protection for her family. She wanted something that was fast, affordable, and easy to get. She found it with Equitable Term-in-10<sup>SM</sup>. She got her policy in just 10 minutes.

Client case study

## Videos:



Client video



FP video

## FP materials:

**EQUITABLE**  
**Equitable Term-in-10<sup>SM</sup>**  
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Launch flyer

**EQUITABLE**  
**Equitable Term-in-10<sup>SM</sup> Prequalification guidelines**

**Client profile**  
Age: 18-65  
Residence: US  
Income: \$10,000-\$50,000  
Health: Good

**These conditions will not qualify for Term-in-10<sup>SM</sup>:**  
Alcohol or drug abuse, High cholesterol, Diabetes, Cancer, HIV/AIDS, Pregnancy, etc.

Prequalifications Guidelines

**EQUITABLE**  
**Product and features guide**  
Life Insurance

This guide provides detailed information about the features and benefits of Equitable Term-in-10<sup>SM</sup> life insurance.

Products and Features Guide

**EQUITABLE**  
**Equitable Term-in-10<sup>SM</sup> Frequently asked questions**

- How does Term-in-10<sup>SM</sup> differ from Equitable Financial's other term products?
- How do financial professionals access Equitable Term-in-10<sup>SM</sup>?
- What is the compensation schedule for this product?
- How long will the application link in the initial email work?

FAQs

**EQUITABLE**  
**Equitable Term-in-10<sup>SM</sup>**  
Time well spent

Month of: 01/2022

FP Presentation

**EQUITABLE**  
**Success story Equitable Term-in-10<sup>SM</sup>**

**For this Equitable Advisor and her client, Term-in-10<sup>SM</sup> really was the best option. Here's why.**

**Why sell Term-in-10<sup>SM</sup>?**  
It's fast, affordable, and easy to get. It's a simple, flexible life insurance protection that's just 10 minutes or less.

Success story/testimonial - Samantha (Sam) Curtin

**EQUITABLE**  
**Success story Equitable Term-in-10<sup>SM</sup>**

**Fast with a busy schedule, this Equitable Advisor branch manager sold Term-in-10<sup>SM</sup> for the first time. Here, he shares how it went.**

**Why sell Term-in-10<sup>SM</sup>?**  
It's fast, affordable, and easy to get. It's a simple, flexible life insurance protection that's just 10 minutes or less.

Success story/testimonial - Hugo Castro

**EQUITABLE**  
**Monthly preferred premiums for Term-in-10<sup>SM</sup> Premium reference card\***

Term 10	Issue	Age	\$50,000	\$100,000	\$250,000	\$500,000
New 10	Male	18	\$14.67	\$29.35	\$73.38	\$146.76
	Female	18	\$14.67	\$29.35	\$73.38	\$146.76
	Male	25	\$14.67	\$29.35	\$73.38	\$146.76
	Female	25	\$14.67	\$29.35	\$73.38	\$146.76
New 20	Male	18	\$14.67	\$29.35	\$73.38	\$146.76
	Female	18	\$14.67	\$29.35	\$73.38	\$146.76
	Male	25	\$14.67	\$29.35	\$73.38	\$146.76
	Female	25	\$14.67	\$29.35	\$73.38	\$146.76

Term-in-10 Rate Card

EQUITABLE



