



EQUITABLE

Guaranteed issue program

Help your business clients set up life and long-term care benefits — quickly and easily

Using our guaranteed issue program, your business can help your clients quickly and easily establish benefits for their key executives, specifically permanent life insurance and our Long-Term Care ServicesSM Rider (LTCSR).

- Do you have business clients who want to attract and retain key executives by offering key benefits, such as permanent life insurance and long-term care coverage?
- Is the thought of taking all those applications overwhelming?

Here's how one financial professional handled a similar situation...

The employer profile:

- ✓ Has a total of **30 key executives**.
- ✓ Wants to be able to use life insurance and long-term care coverage as a recruiting and retention tool.
- ✓ Wants one policy per person, so key executives have the flexibility to take the policies with them if they leave the company.
- ✓ Needs a streamlined underwriting process, so administration and implementation is easy and simple.
- ✓ Wants to be able to add more key executives to the program as the company grows.
- ✓ Likes the convenience of a list billing process.

The strategy:

Equitable's guaranteed issue program

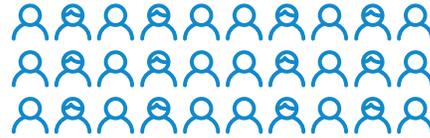
Our guaranteed issue program allows the financial professional to streamline the underwriting process, cutting weeks (possibly months) off the timing and reducing client contact. In addition, it lets key executives apply for life insurance without having to provide medical information, and potentially apply for a long-term care rider as well, through a simplified process that doesn't require full underwriting.



Step 1

The group qualifies for life insurance.

All 30 employees apply for life insurance and the group gets approved, since there are no known uninsurable or substandard risks, and all members of the group are full-time, highly compensated employees, actively at work.



Step 2

The group qualifies for LTCSR.

Twenty-six of the 30 members are age 65 or under, and all 26 apply for the LTCSR, so the group meets the following eligibility requirements:



- ✓ 100% participation of those age 65 or less.
- ✓ Ages 20-65, with a maximum average issue age of 50.
- ✓ At least 20 people.

Step 3

Do individuals qualify for the LTCSR?

All 26 members fill out the simplified LTCSR questionnaire. While two people fail the questionnaire, 24 pass. That means the group meets the 85% approval threshold, so those 24 employees get the LTCSR.



NOTE: If more people in the group had failed the questionnaire, the group would not have met the 85% approval threshold, so the group would have been denied long-term care coverage. They would, however, all still get life insurance coverage.

How does guaranteed issue with the LTCSR benefit the employees?

Life insurance plus long-term care coverage offers protection and flexibility for employees and their families, without the typical tradeoffs. They get:



Life insurance protection for their families if they pass away prematurely.



Additional ways to save for and help preserve retirement income, with the cash value of permanent life insurance.



Tax-deferred growth and a tax-free life insurance benefit.



Protection and a way to help pay for long-term care expenses, without having to use their own savings.

For more information, visit equitable.com/GI or call the Sales Desk.

The Long-Term Care ServicesSM Rider is available for an additional fee and does not contain restrictions and limitations. A client may qualify for the insurance, but not the rider. Be sure to review the product specifications for details.

Policy loans and withdrawals will reduce the face amount of coverage and the cash value of a contract. Clients may need to fund higher premiums in later years to keep the policy from lapsing.

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