

Statistically speaking...

# WriteFit means a fast, simple customer experience

By applying for life insurance with WriteFit, your healthiest clients could be approved for coverage in as little as 24 hours!<sup>1</sup>

## Current WriteFit stats<sup>2</sup>



Average approval time:

**24 hours<sup>1</sup>**

Average age  
of insured:

**38 years**



Average face amount:

**\$638,000**



Financial professionals with eligible clients  
choose WriteFit **over 80% of the time**

**38,000+**

WriteFit applications  
submitted

**65%**

accelerated without  
labs and exams

**12-15%**

increase in  
placement rates



Similar breakdown of standard and better  
underwriting ratings compared to traditional

## WriteFit: An industry pioneer

- Improved experience for both you and your clients
- Clients who aren't accelerated are not automatically declined – they're simply sent through traditional underwriting instead
- Close more business and get paid faster
- Easy, online application process through eApp



## Learn how

WriteFit can benefit you and your healthiest clients. Call Securian's Life Sales Support team today:

**1-877-696-6654** (Securian and Broker-Dealer)

**1-888-413-7860**, option 1 (Independent Brokerage)

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1. After completion of the tele-interview. For eligible clients.

2. Statistics as of February 15, 2020. WriteFit and WriteFit Express are available under our WriteFit Underwriting program. These statistics only apply to WriteFit and are based on Securian's experience with WriteFit and traditional underwriting.

Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

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[securian.com](https://www.securian.com)

400 Robert Street North, St. Paul, MN 55101-2098

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