

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 under 24 hours!**¹

Current WriteFit stats²

Average approval time:

24 hours!¹



Average age of
insured: **36**



Average face amount:

\$582,000

Over 55% 
accelerated without labs and exams

Financial professionals with eligible clients choose WriteFit

OVER 80% OF THE TIME

5-10%

increase in
placement rates



OVER 2,000

WriteFit applications submitted



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
- Available with all single-life products up to \$1 million³
- 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)

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

² Statistics as of January 1, 2017. 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.

³ Excludes CareShield® and SecureCare.

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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