

**From:** Protective <protective.marketing@protective.com>  
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**Categories:** Bulletins



You can now submit a term conversion application digitally through our Velocity EZ-App platform. This platform is accessible through your agency's dedicated EZ-App link. Submitting applications online increases in-good-order processing and provides a more streamlined submission.

Protective offers policyholders who own a qualifying\* life insurance policy the ability to convert or exchange their policy to an eligible Protective permanent insurance option without providing evidence of insurability. Protective maintains two portfolios of products available for conversion: Basic Conversion Products and Expanded Conversion Products. Please refer to the [Conversion Memo](#) for full details on product and provision options.

[Learn more](#)



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Protective refers to Protective Life Insurance Company (PLICO), Nashville, TN and Protective Life and Annuity Insurance Company (PLAIC), Birmingham, AL.

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\*Conversions and non-evidence internal replacements are subject to contract provisions to include

age and duration restrictions. Please review the contract to ensure eligibility. Protective's acquired company list is accessible on [myprotective.com](https://myprotective.com) under Policy Revisions on the Servicing Business page. Products available for conversion and conversion rules are subject to change at any time.

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