

# LIFE QUICK REQUEST

## 3 SIMPLE STEPS TO SELLING TERM LIFE INSURANCE

1

**You collect basic information** from the client and submit it *online or via fax* to your General Agency.

2

**Genworth then does the rest:**

- Contacts the customer within 24 hours
- Gathers the remaining information to complete the application
- Determines the right forms to use
- Schedules the parameds

3

**You deliver the policy** and pick up your commission. Genworth will provide real-time updates to your agency throughout the process to help you keep your clients informed.

**Take advantage of improved issue times, higher case placements and increased productivity.**

• **REDUCE CYCLE TIMES**

Cases are processed **10 days faster than the traditional application**, on average.

• **HELP IMPROVE CASE PLACEMENTS**

**Placement ratios may jump 8 to 10%** — this could have real impact on your bottom line.

• **INCREASE PRODUCTIVITY**

Life Quick Request simplifies the application process. You'll fill out a **2-page form** instead of the 13-page application, freeing up your time to sell more life insurance.

*Competitive rates plus Life Quick Request make Genworth a preferred carrier for term insurance.*

### GET STARTED NOW

Contact your General Agency to find out how to get started.

LIFE INSURANCE PRODUCTS UNDERWRITTEN BY:

Genworth Life and Annuity Insurance Company

Genworth Life Insurance Company Lynchburg, VA

Genworth Life Insurance Company of New York New York, NY

Only Genworth Life Insurance Company of New York is licensed in New York.

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