



EQUITABLE

BULLETIN

Life Business

- ☒ New
- ☐ Update

Category

- ☐ Products
- ☒ Underwriting
- ☐ New Business
- ☐ Marketing
- ☐ Compliance/Legal
- ☐ Miscellaneous

Channel: ☐ Retail ☒ Independent

Bulletin number: AD20-0901 (September 1, 2020)

Subject: Expansion of Easy Underwriting Program

Main message: Equitable has expanded the eligibility criteria for Easy Underwriting, giving more cases the opportunity to potentially qualify for underwriting without exams or labs.

Who: Financial Professionals

What: Equitable now offers its Easy Underwriting Program to all Financial Professionals.

Where: Program details are listed below.

When: Program takes effect September 8, 2020.

Why: To give more cases the opportunity to potentially qualify for non-invasive underwriting without lab testing or paramedical exams, Equitable will permanently expand its Easy Underwriting program to all Financial Professionals.

How: To qualify, applications must be submitted digitally via Equitable's eApplication. Additionally, the Medical Information Questionnaire must be submitted with the application. To maximize program efficiency and effectiveness, fully complete all medical history and personal information on the application prior to submission, including details about visits, treatments, and other information. Financial Professionals should hold off on submitting further underwriting requirements on eligible cases until directed by an underwriter or case manager.

For more info:

Independent Life Sales Desk: 1-800-924-6669

www.equitable.com

www.equitableLIFT.com

Program details

Eligibility

Insurance age	Ages 18 up to (and including) 55
Face amounts	Up to (and including) \$2 million
Risk classifications	All Preferred, Standard, and substandard risk classes are available, subject to product specifications
Products	VUL Legacy VUL Optimizer BrightLife Grow IUL Protect Term 10, Term 15, Term 20, ART
Available States:	Easy Underwriting is available in all jurisdictions, including New York

Program features and benefits:

- Get your clients the coverage they need with the potential to eliminate the requirement for a paramedical exam or labs on qualifying cases.
- There are no underwriting class restrictions for cases that qualify, subject to product specifications.
- Qualifying cases are also eligible for LTCSR, DPW/DDW, CTIR, CLR, CV Plus Rider, and SOI where available and subject to underwriting.

Exclusions and additional information:

- Applies to New Business only.
- Must be US Citizen or Permanent Resident, both permanently residing in the U.S.
- Total lifetime limit for all Equitable/MLOA products issued through Easy Underwriting and/or similar programs is \$2 million.
- Program not available in Puerto Rico.

Application requirements:

- Applications must be submitted via Equitable's eApplication, available on the Equitable.com producer site or respective BGA iPipeline account. For assistance with login information on the Equitable.com site, please reach out to lifecomp@equitable.com.
- During completion of eApplication, you must complete the Medical Information Questionnaire to qualify for Easy UW program. Do not order paramedical requirements.
- Once the application is submitted electronically, any subsequent requirements/documents that require a signature will need to be submitted via DocuSign should you wish to obtain the signatures electronically. If you do not have a DocuSign account set up, please see the DocuSign Guide for next steps.
- For more information on the digital application experience, please see the eApp User Guide or call the eApp New Business Support Line at (855) 606-6452 ext. 3.

Underwriting requirements

1. A completed application and Medical Information Questionnaire (MIQ) submitted via eApp
 - Any other application supplement forms/questionnaires, where applicable.
2. MIB, MVR and prescription check will be ordered by the Life Operating Center
3. Additional non-invasive and no-touch medical and non-medical sources, including electronic health records, may be ordered by the Life Operating Center to support the underwriting review.
4. An APS may be required in certain circumstances.
5. Cases that ultimately do not qualify will automatically be routed through traditional underwriting.
6. On a random basis, a small number of cases will be held for traditional underwriting for quality assurance purposes and to ensure the continued viability of the program. Additionally, post-issue investigation can occur and potentially result in rescission of the policy.

Reservation of rights

The company reserves the right to amend, alter, modify or terminate this promotion at any time in its sole discretion.

Life insurance products are issued by Equitable Financial Life Insurance Company (New York, NY) or Equitable Financial Life Insurance Company of America, an Arizona stock corporation with its main administration office in Jersey City, NJ 07310 and are co-distributed by Equitable Network, LLC (Equitable Network Insurance Agency of California in CA; Equitable Network Insurance Agency of Utah in UT; Equitable Network of Puerto Rico, Inc. in PR), and Equitable Distributors, LLC. Variable products are co-distributed by Equitable Advisors, LLC (Member FINRA, SIPC) (Equitable Financial Advisors in MI and TN) and Equitable Distributors, LLC. When sold by New York based (i.e. domiciled) financial professionals life insurance products are issued by Equitable Financial Life Insurance Company, (NY, NY).

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