

Coverage is essential now more than ever
Opportunities abound to put clients at ease
Verify your clients understand
Interact with ASI via our many electronic/online tools
Daily availability to help you

With all the COVID-19 news and actions that are bombarding us as financial advisors and agents, we thought a few helpful suggestions were in order:

- 1) **COVERAGE is essential now more than ever**—Be certain that you assure your existing life insurance clients that life policies DO NOT contain any exclusions for pandemic or disease. Many people are asking. Be a reassuring voice.
- 2) **OPPORTUNITIES abound to put clients at ease**—Be aware that many state Departments of Insurance are issuing suggestions or outright guidance that carriers extend or amend premium due deadlines. We will do our level best here at ASI to send you any potential lapse notices we get, but stay in touch with your clients. Nobody wants a claim denied due to an assumption that a policy remained in force when the premium wasn't paid.
- 3) **VERIFY your clients understand**—Many people get the bulk of their life insurance via the employer. When folks are laid off or furloughed, they are most likely unable to keep the coverage thru their employer – or if so, at a much higher price. Now is a great time to remind folks why they need individually- owned coverage!
- 4) **INTERACT with ASI via our many electronic/online tools**—Many carriers are looking for ways to creatively respond to new applicants to further streamline the new policy acquisition process. Pay attention to things like:
 - a) Doctors' offices are overwhelmed, so getting medical records for new applicants is going to remain a difficult task.
 - b) Paramedical exams are becoming harder to get completed as applicants are skittish about meeting with an examiner. Some examiners are refusing to make calls without adequate protective wear (which we know is hard to secure).
 - c) We can provide you with a list of your inforce policyholders. Many times, a recent exam that was already done can be used to secure more coverage. Sometimes even a 1-year-old insurance exam is acceptable.
 - d) Our ASI EZ Express digital application platform allows you to take an application from any of our 9 approved CARRIERS. You NEVER have to meet face-to- face with your client. Many brokers use this daily – if you don't know how, call us ASAP.
 - e) Carriers are making daily changes – we expect many 30-year term products to be withdrawn. Limits on single premiums & 1035 funding are being implemented.
 - f) Many carriers have relaxed the non-medical limits, and a few even offer a guarantee that no exam will be done! Call us for details!
- 5) **DAILY availability to help you** – Our ASI office remains open for business and will continue to serve our clients throughout this unique and challenging time. The ASI team can assist you with phone support, webinars to learn how to use EZ Express, CE, online licensing tools and so much more.