

Get More Program Updates!

Tuesday, April 23, 2019

Enable more of your cases to qualify for the Get More upsell program

We have removed the internal and external replacement exclusion for the Get More program!

Why

According to LIMRA and other industry studies, even those who have made the responsible choice to purchase life insurance often purchase too little.

- 39% of US households say they need more life insurance.
- Consumers were asked how much a \$250,000 term life policy would cost for a healthy 30-year-old. Most consumers estimated the cost of coverage at over three times its actual cost.
- 1/3 of people wish their spouse or partner would purchase more coverage.

What

Once a new business application is approved, the underwriter will do a financial underwriting “double check” to see if the proposed insured is eligible for additional coverage without additional underwriting requirements. The Get More program makes it easy to offer coverage that may be closer to what your customers really need.

Call us for details about this industry-leading program or visit us at atlamerica.com/underwriting (<https://t.e2ma.net/click/zq2kjf/npxm4h/zi05jy>).

Individual policies need to meet the program requirements. Certain limitations and restrictions may apply.

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