

## Forms so smart – you can't mess 'em up!

**Using an E-app consistently reduces the turn-around time by about half!**

### E-apps take the guesswork out of application processing.

E-apps make it easier by highlighting required fields. As you complete the application, sections of the form are shown or purposely hidden based on your client's answers. Rules are embedded within the forms helping prevent data entry mistakes that could cost you valuable time.

### Sometimes, it's what you don't know

Sometimes a customer doesn't have access to some of the information, like a driver's license number. That's okay, because E-apps let you skip those questions and jump to any other section of the form. You can save the data, then return later and pick up where you left off. What if you don't have a doctor's address? Simple – use the doctor look-up tool!

What if your client answers a question that requires an additional form? Don't worry, the E-app system knows and will add it.

You can't always control where, when and how your client will want to complete an application, but E-apps are versatile. You can partially complete an application electronically, print it and hand-write the rest. However, if your client lives too far away or would prefer completing the application online, fill it out electronically, then e-sign and e-submit it for faster processing.

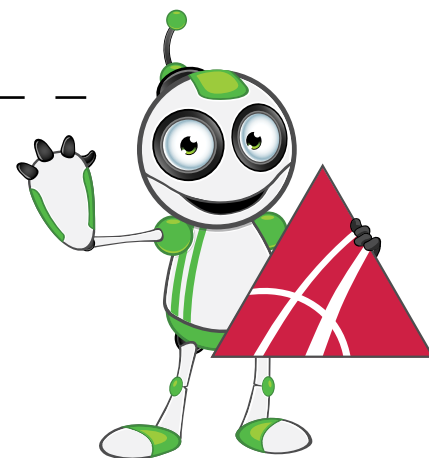
### Getting started

- Step-by-step training and videos are available on AssureLINK (click on your product, then "Apps/Forms" tab.)
- If you have any questions about getting started, call the new business contact center at **(800) 276-7619, Ext. 4264**, or email **underwriting@assurity.com**.

**The E-app is available on AssureLINK. Click on "Quick Links" in the upper right corner.**

*Assurity is a marketing name for the mutual holding company Assurity Group, Inc. and its subsidiaries. Those subsidiaries include but are not limited to: Assurity Life Insurance Company and Assurity Life Insurance Company of New York. Insurance products and services are offered by Assurity Life Insurance Company in all states except New York. In New York, insurance products and services are offered by Assurity Life Insurance Company of New York, Albany, New York. Product availability, features and rates may vary by state.*

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### Now you can...

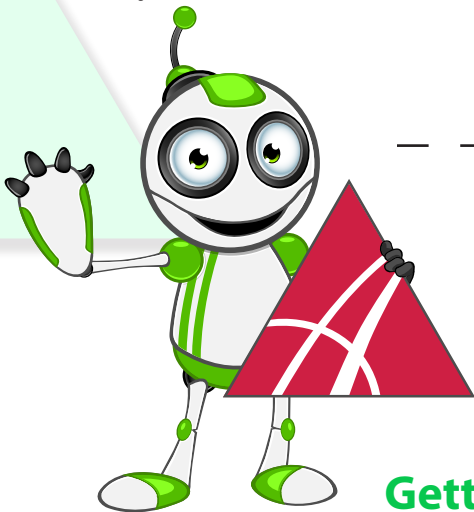
- Get all your forms in one place
- Quickly see data entry mistakes
- Determine what to complete
- View all required questions
- Cut valuable processing time in half
- Collect multiple e-signatures
- Go paperless with e-sign/e-submit

### E-app advantages

- Green check boxes show you're right
- Ability to fill out an E-app without being connected to the Internet
- Print and wet-sign, or e-sign/e-submit
- Skipped questions remain highlighted
- Commissions paid faster
- Track your applications electronically
- Partial apps saved if you're interrupted
- Paramed exams ordered for you
- Clients can review forms online



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### Getting started [It's simple!]

- E-apps will guide you through the process with yellow highlights and pop-up boxes. Step-by-step training and videos are available on AssureLINK (click on your product, then "Apps/Forms" tab.)
- If you have any questions or want to become more efficient using Assurity's E-apps, contact the eBusiness services unit at (800) 728-0837 or email [eBusiness@assurity.com](mailto:eBusiness@assurity.com).

#### **Assurity offers E-apps for every product**

(except annuities and the Reversionary annuity).

The E-app is available on AssureLINK (<https://assurelink.assurity.com>). Click on "Quick Links" in the upper right corner.

### Signature options

- **Face-to-face eSignature\*** – The client can electronically sign without using email.\*\* The only requirement is the client must meet with the agent in person and provide a photo ID. This is the best option when you are meeting face-to-face with a client.
- **Clickwrap (email)** – If you're working with an applicant over the phone, or are not able to meet with them face-to-face, the client can sign electronically and send via email.
- **Wet sign** – If your client does not have an email address, the app can be printed and signed by the client in the traditional method.

\* The use of the face-to-face signature method is equivalent to collecting a physical signature from your clients. You are required to be in the actual, physical presence of your clients when collecting an electronic signature using the face-to-face process. Any misuse of this signature process may result in termination of the agent's contract.

\*\* An email address is required for all applications, even when signed face-to-face.

NOTE: Some products may require a phone inspection if the agent doesn't see the applicant in person.

**Click into the future.** 

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