

Statistically speaking...

WriteFit means a fast, simple customer experience

By applying for life insurance with WriteFit, your healthiest clients could be approved for coverage in as little as 24 hours!¹

Current WriteFit stats²



Average approval time:

31 hours¹



Average age of insured:

38 years



Average face amount:

\$738,622



Financial professionals with eligible clients choose WriteFit **over 91% of the time**

24,608

applications submitted³

59%

accelerated without labs and exams

Over 21%

increase in placement rates



Similar breakdown of standard and better underwriting ratings compared to traditional

WriteFit: An industry pioneer

- Improved experience for both you and your clients
- Clients who aren't accelerated are not automatically declined – they're simply sent through traditional underwriting instead
- Close more business and get paid faster than traditional underwriting methods
- Easy, online application process through eApp



Learn how

WriteFit can benefit you and your healthiest clients.
Call Securian Financial's Life Sales Support team today:

1-877-696-6654 (Broker-Dealer)

1-888-413-7860, option 1 (Independent Brokerage)

1. After completion of the tele-interview. For eligible clients.
2. Statistics as of July 19, 2023. These statistics only apply to WriteFit and are based on Securian Financial's experience with WriteFit and traditional underwriting.
3. Total number of applications submitted in the last 2 years (2021-2023).

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, Index Segment Charge, and Surrender Charge (which we refer to as expense charges). These charges may increase over time, and these policies may contain restrictions, such as surrender periods. Policyholders could lose money in these products.

These materials are for informational and educational purposes and are not designed, or intended, to be applicable to any person's individual circumstances. It should not be considered as investment advice, nor does it constitute a recommendation that anyone engage in (or refrain from) a particular course of action. Securian Financial Group, and its subsidiaries, have a financial interest in the sale of their products.

Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its subsidiaries. Minnesota Life Insurance Company and Securian Life Insurance Company are subsidiaries of Securian Financial Group, Inc.

For financial professional use only. Not for use with the public. This material may not be reproduced in any way where it would be accessible to the general public.



PREPARE
PROTECT
SECURE

[securian.com](https://www.securian.com)

400 Robert Street North, St. Paul, MN 55101-2098
©2024 Securian Financial Group, Inc. All rights reserved.

F88056-9 Rev 5-2024 DOFU 6-2024
3596010