



# 5 Reasons Why You Should Sell Critical Illness Insurance

More and more Americans are turning to crowdfunding sites like GoFundMe to cover the rising costs of healthcare. We've made it easier than ever for you to offer them an alternative.

## Why add Assurity Critical Illness to your portfolio:

### 1. Do you want to make more money from your current client list?

Earn commissions up front and at renewal.

### 2. Are you interested in a product with double-digit sales growth?

The individual CI sales market is predicted to grow 22% annually.<sup>1</sup>

### 3. Do you want to have easy-to-use lead generation tools at no cost to you?

Our online Critical Illness Quoter can be personalized for your business and the leads go directly to you.

### 4. Will your clients continue to pay more for health insurance and out-of-pocket costs?

High-deductible healthcare plans and "cost sharing" are becoming more and more the norm for your clients. If a serious illness strikes, most are ill-equipped to pay for it.

### 5. Are you interested in ramping up your 4th quarter sales?

Enrollment season is fast approaching and your clients are in the market. Take advantage and close the year out right by adding critical illness to your product portfolio. Act now: We are ready to help and just a phone call away.

## Simple process, simple promise

Our new critical illness product comes with simplified underwriting:

- ☑ **Benefit amounts up to \$75,000**
- ☑ **5 easy health questions – no exams**
- ☑ **Average 2-day turnaround for apps in good standing**

And if we don't reach our new business processing goal of 4 days, we'll pay you **\$100, guaranteed.**<sup>2</sup>

Take 15 minutes today to talk to your high-deductible healthcare clients about Assurity Critical Illness Insurance. It's protection they need – and a great way for you to build your book of business.

1. "2018 U.S. Critical Illness Insurance Market Study Shows Continued Strong Growth." Gen Re, Sept. 11, 2018.

2. Your qualifying simplified underwritten application will be processed and the policy mailed within four business days, or the writing agent will receive \$100. The writing agent must be contracted with Assurity and properly licensed and appointed.

FOR PRODUCER USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC. NOT FOR USE IN NEW YORK.

Policy Form No. I H1820 underwritten by Assurity Life Insurance Company, Lincoln, NE.

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, NY. Product availability, features and rates may vary by state.