

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!<sup>1</sup>

## Current WriteFit stats<sup>2</sup>



Average approval time:

**31 hours<sup>1</sup>**



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 submitted<sup>3</sup>

**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** (Securian Financial and Broker-Dealer)

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

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1. After completion of the tele-interview. For eligible clients.
2. Statistics as of July 19, 2023. WriteFit and WriteFit Express are available under our WriteFit Underwriting program. 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).

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.

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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.

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

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