



EQUITABLE

# BULLETIN

## Life Business

- New
- Update

## Category

- Products
- Underwriting
- New Business
- Marketing
- Compliance/Legal
- Miscellaneous

*This bulletin replaces FB20-118 and AD20-0616 which have hereby been rescinded.*

**Channel:** Retail and Independent

**Bulletin number:** FB21-084 and AD21-0524 (**May 24, 2021**)

**Subject:** Expansion of Easy Underwriting Program

**Main message:** Equitable has expanded the eligibility criteria for Easy Underwriting, giving more cases the opportunity to potentially qualify for underwriting without exams or labs.

**Who:** Financial Professionals

**What:** Maximum age limit in Easy Underwriting Program has been expanded to 60.

**Where:** Program details are listed below and on the following pages.

**When:** Effective May 24, 2021.

**Why:** To give more cases the opportunity to potentially qualify for non-invasive underwriting without lab testing or paramedical exams, Equitable will permanently expand the age, face amount, and risk class criteria for its Easy Underwriting program. For further details, see following pages.

**How:** To qualify, the Medical Information Questionnaire must be submitted with the application. To maximize program efficiency and effectiveness, fully complete all medical history and personal information on the application prior to submission, including details about visits, treatments, and other information. Advisors should hold off on submitting further underwriting requirements on eligible cases until directed by an underwriter or case manager.

### For more info:

Equitable Advisors Life Sales Desk: 1-800-289-1101

Independent Sales Desk: 1-800-924-6669

[www.equitableLIFT.com](http://www.equitableLIFT.com)

## Program details and eligibility

Insurance age	Increased age up to (and including) 60
Face amounts	Increased face amounts up to (and including) \$2 million
Risk classifications	All Preferred, Standard, and substandard risk classes are available, subject to product specifications
Products	VUL Legacy <sup>SM</sup> VUL Optimizer <sup>SM</sup> BrightLife <sup>®</sup> Grow Term 10, Term 15, Term 20, ART
Available channels	Easy Underwriting is available to both Retail and Independent channels

## Program features and benefits

- Get your clients the coverage they need with the potential to eliminate the requirement for a paramedical exam or labs on qualifying cases.
- There are no underwriting class restrictions for cases that qualify, subject to product specifications.
- Qualifying cases are also eligible for LTCSR, DPW/DDW, CTIR, CLR, CV Plus Rider, and SOI where available and subject to underwriting.

## Exclusions and additional information

- Applies to New Business only.
- Easy Underwriting is currently not available in the jurisdiction of Puerto Rico.
- Must be U.S. Citizen or Permanent Resident, both permanently residing in the U.S.
- All qualifying applications must be submitted via eApp; cases that qualify are automatically enrolled in the program.
- Total lifetime limit for all Equitable/MLOA products issued through Easy Underwriting and/or similar programs is \$2 million.

## Underwriting requirements

1. A completed application and Medical Information Questionnaire (MIQ) submitted via eApp
  - o Any other application supplement forms/questionnaires, where applicable.
2. MIB, MVR and prescription check will be ordered by the home office
3. Additional non-invasive and no-touch medical and non-medical sources, including electronic health records, may be ordered by the home office to support the underwriting review.
4. An APS may be required in certain circumstances.
5. Cases that ultimately do not qualify will automatically be routed through traditional underwriting.

6. On a random basis, a small number of cases will be held for traditional underwriting for quality assurance purposes and to ensure the continued viability of the program. Additionally, post-issue investigation can occur and potentially result in rescission of the policy.

### **Reservation of rights**

The company reserves the right to amend, alter, modify, or terminate this promotion at any time in its sole discretion.

Life insurance products are issued by Equitable Financial Life Insurance Company (Equitable Financial) New York, NY or Equitable Financial Life Insurance Company of America (Equitable America), an Arizona stock corporation with its main administration office in Jersey City, NJ 07310 and are co-distributed by Equitable Network, LLC (Equitable Network Insurance Agency of California in CA; Equitable Network Insurance Agency of Utah in UT; Equitable Network of Puerto Rico, Inc. in PR), and Equitable Distributors, LLC. Variable products are co-distributed by Equitable Advisors, LLC (Member FINRA, SIPC) (Equitable Financial Advisors in MI and TN) and Equitable Distributors, LLC. When sold by New York based (i.e. domiciled) financial professionals life insurance products are issued by Equitable Financial Life Insurance Company, (NY, NY).

Equitable is the brand name of the retirement and protection subsidiaries of Equitable Holdings, Inc., including Equitable Financial Life Insurance Company (Equitable Financial) (NY, NY), Equitable Financial Life and Annuity Company (NY, NY) (Equitable Financial Life Insurance and Annuity Company in CA) and Equitable Financial Life Insurance Company of America (Equitable America), an AZ stock company with main administrative headquarters in Jersey City, NJ. Equitable Advisors is the brand name of Equitable Advisors, LLC (member FINRA, SIPC) (Equitable Financial Advisors in MI & TN).