

BUSINESS SOLICITATION DURING THE CONTRACTING & APPOINTMENT PROCESS

EquiTrust™

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Agents must follow the solicitation requirements below when soliciting business for EquiTrust. We define a solicitation as, “offering, negotiating or effectuating a policy or contract of insurance through EquiTrust for an individual person(s), whether natural or corporate.” We define an agent as, “a duly licensed agent in good standing with the resident and non-resident state(s) in which he or she is licensed, holding a valid and active license.”

Proof of Errors and Omissions coverage is required at the time of contracting.

IMMEDIATE OR “UNRESTRICTED” STATES

Depending upon a state’s particular guidelines, an agent with the required state insurance licenses may be permitted to solicit business immediately. We will acknowledge these guidelines, and in states where allowed, will permit contracting to occur simultaneously with appointment requests. Based upon certain state guidelines, EquiTrust is allowed a predetermined number of days from the date the client signed the application to submit the appointment application to the state. A chart is provided for your reference but should be considered a guideline only – your state insurance department will have the most current regulations.

- Agents are allowed to submit appointment and contracting paperwork simultaneously with new business applications to EquiTrust Agency Administration.
- The agent must be duly licensed in the appropriate state(s) and a background check is required.
- It is the agent’s responsibility to allow adequate time for simultaneous processing of applications in compliance with state solicitation and signing requirements.
- Agents must be contracted with EquiTrust before new business is issued.
- Agents must be contracted with EquiTrust prior to being compensated.

“EFFECTIVE DATE” STATES

In “effective date” states, agents are not allowed to solicit business until EquiTrust has submitted its appointment paperwork to the state insurance department. The effective date of the appointment becomes the submission date. EquiTrust will not accept business that is not submitted in accordance with the state regulations.

- Agents cannot submit business prior to EquiTrust’s receipt of confirmation of the agent’s appointment from the state.
- Any business received prior to the agent’s effective appointment date will be returned to the agent for re-soliciting.
- Any payments received will be returned to the prospective contract holder.
- Verification of appointment may be obtained by contacting EquiTrust Agency Administration toll-free at 1-866-598-3692.

“CONFIRMATION” OR “RESTRICTED” STATES

“Confirmation” or “restricted” states require EquiTrust to receive confirmation of appointment from the appropriate state insurance department(s) before the agent may solicit business.

- Business received by EquiTrust prior to the agent’s appointment confirmation will be returned to the agent for re-soliciting.
- Any payment received will be returned to the prospective contract holder.

STATE GUIDELINES

The chart below should be used as a guideline, as state regulations are subject to change. It is the agent’s responsibility to ensure that business is being solicited in accordance with each state’s requirements. Business solicited by agents who are not appropriately licensed and appointed will be returned for re-solicitation. Repeated infractions may be grounds for termination of the agent.

Unrestricted States

The number in parentheses is the number of days EquiTrust has to submit the agent’s appointment to the state insurance department(s) from the day the business application was initially signed.

**States that do not process appointments – no guideline needed.*

ALABAMA (15)	KENTUCKY (15)	NORTH CAROLINA (15)
ALASKA (30)	LOUISIANA (15)	NORTH DAKOTA (30)
ARIZONA*	MAINE (15)	OHIO (30)
ARKANSAS (15)	MARYLAND (30)	RHODE ISLAND*
CALIFORNIA (14)	MASSACHUSETTS (15)	SOUTH CAROLINA (15)
COLORADO*	MICHIGAN (15)	SOUTH DAKOTA (15)
CONNECTICUT (15)	MINNESOTA (15)	TENNESSEE (15)
DELAWARE (15)	MISSISSIPPI (15)	TEXAS (30)
DIST OF COLUMBIA (30)	MISSOURI (30)	VERMONT (15)
FLORIDA (45)	MONTANA (15)	VIRGINIA (30)
GEORGIA (15)	NEBRASKA (15)	WASHINGTON (15)
HAWAII (15)	NEVADA (15)	WEST VIRGINIA (15)
IDAHO (15)	NEW HAMPSHIRE (15)	WISCONSIN (15)
ILLINOIS*	NEW JERSEY (15)	WYOMING (15)
IOWA (30)	NEW MEXICO (15)	

Effective Date States

Indiana, Oregon

Confirmation or Restricted States

Kansas, Oklahoma, Pennsylvania, Utah