

Sales Process

- Complete the EquiTrust Life-Insurance Application – ICC17-ETL-APP (11-17), available either as a printed form on AppBuilder, or E-App. On the Agents.EquiTrust.com website, under Quicklinks, select either AppBuilder (printable) or E-Applications. Agent login is required with your EquiTrust Agent Code and password.
- Prequalify your client with medical questions in Section D of the Application. Medical questions also appear for your reference in the Agent Guides for respective Life products. Any “yes” response or pending surgeries result in automatic decline of coverage.
- If the client is successful in prequalification, you are now ready for the point-of-sale telephone interview to seek conditional underwriting approval.
- If the sale and application are completed after ESP business hours or at a time that doesn’t accommodate the telephone interview, you may schedule a subsequent time/date for ESP to call your client for the interview. You are not required to be present with your client during the interview. To schedule an interview for a later time or date, call ESP to make arrangements. If after hours, leave a voicemail which includes: your name and phone number, your client’s name and phone number, and preferred call-back time and date. ESP will first call you to begin the interview, then will call your client. Underwriting declines based only on MIB or prescription history will be referred automatically for additional underwriting. Once an underwriting decision is determined, ESP will call you with decision information and a confirmation number for conditional underwriting approvals.

Fax: 515-226-5103

Standard Mail: EquiTrust Life Insurance Company,
P.O. Box 14500,
Des Moines, IA 50306-3500

Overnight: EquiTrust Life Insurance Company,
7100 Westown Pkwy
Suite 200, West Des Moines, IA 50266-2521

Sales Support: 800-811-9733

UnderWRITE-NOW Processing Interview

A completed application is required to participate in a telephone interview. The interview takes 15-20 minutes and is conducted on behalf of EquiTrust by Elite Sales Processing (ESP). ESP gathers health and medical information, as well as non-medical information to comply with insurable-interest and ownership rules. Conditional approval or decline is provided to the agent at the conclusion of the interview for cases under \$250,000. Underwriting for cases \$250,000 and above (including new and existing life premium combined) require APSs, which are ordered upon EquiTrust receipt of applications.

- Before the interview, give your client a copy of the MIB and FCRA notice (pages 7 and 8 of the application).
- To begin the interview, you (agent) call ESP at (855) 699-3045. ESP hours (CST): Mon-Thur 8:00AM-9:30PM, Fri 8:00AM-5:00PM.
- If your call goes to voicemail, leave a message for a quicker response.
- The interviewer will ask you to provide insured, owner and beneficiary information.
- Then the interviewer will ask to speak to or will call your client, and will review the same health and medical pre-qualification questions found in the application.
- During the interview, an MIB search and prescription-drug search will be conducted by ESP.
- The interviewer will then ask to speak with you (agent) again, or will call you, and – for cases under \$250,000 – will communicate to you the conditional underwriting approval/decline decision.
- Declines based only on MIB or prescription history may be referred for additional underwriting consideration; this option is offered to the agent at the end of the interview. If referred, the interviewer will ask the client additional questions for underwriting consideration.
- The telephone interview must be completed before submitting the application to EquiTrust.
- Applications – whether approved or declined – must be received by EquiTrust (fax or mail) within 5 business days of completed interviews.
- Conditional underwriting approval is subject to EquiTrust validation of information provided in the interview and included on the application, and verification of the combined-premium threshold.
- Good-order applications with premium included for approved underwriting interviews will be issued within 48 hours generally.