

# LIFE QUICK REQUEST

## 3 Simple Steps to Selling Colony<sup>SM</sup> Term UL & Colony<sup>SM</sup> Term UL NY

**1** You collect basic client information and submit it *online or via fax* to your General Agency.

**2** Genworth and your General Agency take over from there by gathering the remaining information and completing the application.

**3** You deliver the policy to your clients and pick up your commission from your General Agency, just as you do today.

Throughout the process, real time updates will be provided to your agency. Regardless of whether we place the case or not, you can have access to the full application, including exam results, physician statements, etc.

### Reduce Cycle Times

9 day median process time

### Improve Case Placements

8 to 10% increase in placement ratios

### Increase Productivity

Spend minimal time on lower face policies with a 2-page short-form fulfillment platform

*Competitive rates plus Life Quick Request make Genworth a preferred carrier for insurance.*

## GET STARTED NOW

Contact your General Agency to find out how to get started.

LIFE INSURANCE PRODUCTS UNDERWRITTEN BY:

Genworth Life and Annuity Insurance Company

Genworth Life Insurance Company Richmond, VA

Genworth Life Insurance Company of New York New York, NY

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