

Step-by-Step Guide to Navigate the Insurance Process

Phase I: Prepare and Set Expectations

Step 1: Confirm Readiness

- Licensed in client's resident state and branch state
- Required credentials complete (securities, insurance, and LTC if applicable)
- Client has Select Account and PRS steps complete

Step 2: Gather Commonly Needed Documentation and Information for Application Preparation

Each insurance company uses its own application, which includes a series of medical and financial questions. Your clients' responses to these questions are essential for underwriting your coverage.

☐	Identification (driver's license or passport and state of birth).
☐	Information on existing life insurance (e.g. carrier, amount, year issued, and beneficiary).
☐	Variable universal life (VUL) allocations (if applicable).
☐	In-force ledger required if replacing dated within the last 12 months.

☐	Banking details for premium payments (EFT form if applicable needs to be updated to EFT with check writing privileges for upload if using Edward Jones account).
☐	Updated client profile in Salesforce (income, beneficiaries, risk tolerance).
☐	Available dates for scheduling a medical exam.

Step 3: Set Client Expectation

Insurance is not simply purchased, it must be qualified for. As part of the process, **set clear expectations by explaining that underwriting outcomes can vary based on health, lifestyle, and risk factors**. Review key areas such as medical history, medications, upcoming procedures, and lifestyle considerations (e.g., smoking or high-risk activities). This upfront conversation helps align on potential outcomes and supports more accurate pre-underwriting, reducing surprises later in the process.

Step 4: Run a Quote

At this stage, determine the appropriate product and run a quote based on the client's goals. Term solutions can typically be quoted directly within the branch, while **permanent coverage options should be developed by engaging your Crump sales team**. This helps ensure the strategy, product selection, and assumptions are aligned before moving forward with the application.

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Phase II: Complete the Application

Step 5: Application

- Complete the application live with the client
- Pre-fill and follow up for missing details
- Share with client to complete independently
- Optional: Use Protection Advantage (if eligible)

Step 6: Avoid Delays

Check for these common issues prior to submitting your client’s application:

☐	Missing signatures.	☐	Incorrect DOB or SSN.
☐	Missing EFT forms (ensure correct routing and account information).	☐	Missing allocations (specific to VUL).
☐	Outdated Salesforce client profile.	☐	Client’s legal name on illustration.
☐	Illustration is older than 90 days.	☐	Incorrect product design, riders, or premium frequency (monthly, quarterly, semi-annually, annually).

Step 7: Start Application in PORCH

1. Access client in Salesforce
2. Navigate to Life Insurance/LTC
3. Open Recommendation
4. Complete recommendation → routed to Porch E-App
5. Select Crump as distribution partner
6. Create case and upload illustration
7. Complete all sections until “green”

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Phase III: Submit the Application

Step 8: Client Interview and eSignature

Note: process varies by carrier.

Protective / Nationwide

- Client completes health interview before signatures
- Send interview link and follow up regularly
- FA signs → client e-signs → application submitted

Lincoln / Prudential / Pacific Life

- FA and client sign first
- Application submitted
- Client completes health interview afterward

Step 9: Next Steps

- Upload required documents
- Provide cover letter if needed (medical or financial context)
- Case manager provides updates and tracks requirements
- Contact your Crump case manager with any questions

Step 10: Underwriting Review, Decision, and Policy Offer

Underwriting may require additional items such as a **paramed exam**, **medical records**, or **financial documentation**. Once complete, the carrier will issue a decision — approval, modified offer, postponement, or decline. Review the outcome with your client to confirm fit, and address any 1035 exchange requirements before policy issue.



Client Interview Prep (Quick Reference)

Ensure your clients are ready to provide the following information:

- Identification and Social Security Number
- Insurance and net worth details
- Beneficiary information
- Medical history and medications
- Physician and medical facility details (last five years)

Phase IV: Issue and Placement

Step 11: Policy Issue and Delivery

Once the application is approved, the policy will be sent to you along with any remaining delivery requirements needed to activate coverage.

- Complete delivery requirements
- Collect signatures
- Confirm funding and submit EFT

Step 12: Placement and Ongoing Policy Management

- Policy placed and premium posted
- Client receives policy (electronic or paper)