

Making life easy – for you and your clients

We provide the tools and resources you need to make your job easy. From helping ensure your clients choose the right life insurance product for their family to making sure the next steps in the process are as smooth as possible – from application to underwriting to client servicing.

Here are some tools we have available to help you and your clients from start to finish:



Dynamic application

Delivers an experience tailored to the applicant and their application, which can help speed up the tele-interview process for some clients.



Policy reminders

Automatic email reminders can be set up within the eService Center, so you know when action is needed on a client's life insurance policy (e.g., increasing the face amount, starting distributions or converting coverage). This feature enhances the service you provide clients and helps make sure you stay on top of future sales opportunities and service needs.



WriteFit Underwriting™

WriteFit¹, there is no need for medical exams or blood tests – offering faster underwriting decisions and an overall improved client experience compared to traditional underwriting.



eService Center

Access policy documents, account or policy values and more – to help you service your client's policy.



ePolicy delivery

Allows for a paperless experience that's in good order, as well as reduced cycle time and the potential for a 7-day turnaround from application to delivery.¹

1. Our WriteFit Underwriting program includes WriteFit and WriteFit Express.



To learn more

about how we can help streamline your application and service needs call your Life Sales Support Team today:

1-866-696-6654 (Securian Financial and broker-dealer)

1-888-413-7860, option 1 (Independent brokerage)

Features and availability may vary by state.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Policy loans and withdrawals may create an adverse tax result in the event of lapse or policy surrender, and will reduce both the surrender value and death benefit. Withdrawals may be subject to taxation within the first fifteen years of the contract. Clients should consult their tax advisor when considering taking a policy loan or withdrawal.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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