

Business Insurance Made Easy

AXA Equitable's Guaranteed Issue Program – A Success Story

The Case

An engineering firm with 64 key employees wanted to implement a key person and an executive benefits program. With life insurance they would be able to address both program needs with one policy on each individual. However, for 64 targeted employees, this can be a daunting task. If this was your case, how would you like to take all the applications? Enrollment could take quite a bit of time.

The AXA Equitable Difference

Fortunately for this financial professional, his General Agent introduced him to AXA Equitable's Guaranteed Issue (GI) underwriting program. GI is a streamlined underwriting process with no medical questions and minimal paperwork. AXA Equitable's GI program is exclusively designed for use with white collar, highly compensated employees of businesses with groups of ten or more executives to be covered. That was exactly the situation with the engineering firm.

The Success with AXA Equitable

The results using our GI program can be very impressive. Take a look at the results for this case:

- Date required "GI Checklist" and final Census was received by AXA: May 14th, 2012
- Issue Date: June 8th, 2012
- Total Policies: 64
- Total Coverage: \$55 Million
- Target Premium: \$2 Million

Using the AXA Equitable Guaranteed Issue program, the employer was able to secure key person coverage and offer a supplemental benefit for its key people. In addition, the General Agent was able to make a fan of the financial professional by helping place a large case in a matter of weeks.

Not every case is closed in that kind of short timeframes, but when everything is in order, a multi-life GI case can move very quickly. If you encounter business cases with at least ten highly compensated white collar executives, contact your AXA Equitable sales representative to see how easy business insurance can be.

GI Guidelines

Guaranteed Issue is available with all of AXA's permanent, single life products. Guidelines for AXA Equitable's Guaranteed Issue program are detailed in Field Bulletin AD09-097. Note that the face amount limits and participation requirements have been revised since the bulletin's release. The enhanced amounts are shown below.

Basic GI Limits:

Number of Eligible	Maximum Face Amount*	Minimum Participation %
10-14	\$30,000 × # of lives	100%
15-19	\$40,000 × # of lives	100%
20-25	\$50,000 × # of lives	100%
26-49	\$50,000 × # of lives	85%**
50	\$50,000 × # of lives	75%**
51 or more	\$60,000 × # of lives	75%**

*Up to a maximum face amount of \$5,000,000.

**At 100% participation maximum face amounts are \$55,000, \$60,000 & \$65,000 per participant, respectively

Enhanced GI Limits: For Deferral Cases with Account Balance Only, Equal Face Amounts and Employer-Owned Cases Funded at "7-Pay" Premium

Number of Eligible	Maximum Face Amount*	Minimum Participation %
10-14	\$50,000 × # of lives	100%
15-19	\$50,000 × # of lives	100%
20-25	\$60,000 × # of lives	100%
26-49	\$65,000 × # of lives	75%**
50	\$65,000 × # of lives	70%**
51 or more	\$70,000 × # of lives	70%**

*Up to a maximum face amount of \$5,000,000.

**At 100% participation, maximum face amounts are \$70,000, \$70,000 & 75,000 per participant, respectively

For More Information, Please Call the Life Insurance Sales Desk or visit us at www.axa-equitable.com

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