



Principal UnderRightSM

Automatic Standard Approval Program

How it works

Automatic Standard Approval Program (ASAP) is designed to help eliminate low **substandard ratings**. While some companies have eliminated their program or changed their guidelines, Principal Life Insurance Company still supports ASAP. Here's how ASAP works:

- Improves ratings up to Table 3 or flat extras to \$7.50 to Standard
- Can be applied up to and including age 70
- Appropriate for cases with face amounts up to and including \$5 million
- Can be used on select permanent life insurance products*
- Applies to medical ratings only. No driving, hazardous sports, aviation or lifestyle cases (drug/alcohol use)

* For product-specific eligibility, contact your home office underwriter.

How does our program differ from other companies?

Principal Life does not limit or exclude cancer or coronary heart disease. Many competitors use the same criteria, but they exclude cancer or coronary. Also, our Healthy Lifestyle Credit (HLC) program can be used in conjunction with ASAP. The combination of HLC and ASAP provide an opportunity in some cases to move somebody outside a Table 3 to Standard. For example, when we rate a person a Table 5 and use HLC to get them to a Table 3, we can then use ASAP to get to a Standard rating.

What are the benefits?

Our ASAP eliminates the low, substandard ratings that can be the most challenging to present to your client. Consequently, you can present an offer to a client that has a greater chance of being placed. The greatest benefit is the competitive Standard rate received by your client without a reduction in the compensation paid to you.

Examples

- **ASAP with HLC** – You complete a Principal Universal Life Protector IIISM (Protector III) application for a male, age 65, with \$1 million in face. The client's medical history includes moderate asthma. The case is rated a Table 4, but because the client's HLC is favorable, he gets a two table improvement to Table 2. His final rating is Standard due to the HLC and ASAP.
- **ASAP Only** – You complete a Protector III application for a female, age 68, with \$2.5 million in face. The client's medical history includes well controlled Type II diabetes. The case is rated a Table 3; however, due to ASAP, her final rating is improved to Standard.
- **ASAP with HLC** – You complete a Principal Survivorship Universal Life ProtectorSM application for a male, age 70, and female, age 65, with \$5 million in face. The male has sleep apnea, but is undergoing recurring treatment. The female is undergoing treatment for depression. Both are rated a Table 5, but because HLCs are favorable, both get a two table improvement to Table 3. Their final ratings are Standard due to HLC and ASAP.

Share the good news with your clients and give them the competitive underwriting edge they deserve.

FOR MORE INFORMATION

Contact your home office underwriter, or go to the underwriting page on Principal eFinancial ProfessionalSM for general underwriting information.



WE'LL GIVE YOU AN EDGESM

Principal Life Insurance Company, Des Moines, Iowa 50392-0002, www.principal.com

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