



Krum Insurance & Financial Services, LLC

What if we could offer you all of the benefits of life insurance and remove the hassle?

Life Insurance- for all the of the value that it carries and peace of mind that it provides why is it that *hassle* is often the first word that comes to mind? Unfortunately, it is this hassle that often prevents people from getting this essential family protection or making the appropriate changes that life may dictate to their existing policy.

Life Insurance protects your loved ones in case you're no longer able to do so!

We are thrilled to announce the NEW Principal Accelerated Underwriting process for all of the high-quality life insurance products that Principal already offers. The Principal Accelerated Underwriting program is a streamlined and simpler underwriting experience that can eliminate the need for a paramedical exam and lab testing and can get you approved within 48 hours of the completion of the application and telephone interview.

New. Simpler. Faster.

By using easy to obtain data, including MIB Inc., Motor Vehicle Reports (MYR's), prescription records, and information collected during the TeleApp interview, the Principal Accelerated Underwriting program is able to issue approval for those who qualify within 48 hours of the telephone interview. No Exam, no lab tests needed.

If you are 18-60 years of age, qualify for Super-preferred or Preferred risk levels, and want a new life insurance policy for under \$1million dollars then Accelerated Underwriting could be for you.

The Principal Accelerated Underwriting process includes 3 steps to Life Insurance Policy Placement:



What is the TeleApp all about?

Because the Principal Accelerated Underwriting process is designed to issue policies in the shortest amount of time, prompt TeleApps are required. The TeleApp will be conducted by a counselor of The Principal Life Insurance Company and will conduct a professional and thorough interview asking questions about your physical and mental health, family background, and other risk factors.

Do I Qualify?

Qualifications	Disqualifications
18-60 years of age	Major Medical Conditions (see attached list)
Total policy face amount between \$50,000-\$1,000,000.00	Driving under the influence or reckless driving in the past 5 years
New Business Only: Term (10, 20, 30 year), Universal Life, Indexed Universal Life, Survivorship Universal Life, and Variable Universal Life	Criminal History
	Foreign Nationals or travel to Hazardous Countries
	For applicants over 50, no PCP or evidence of routine physicals
	For Non-Tobacco Preferred, no tobacco use within the past 24 months
Super-Preferred or Preferred Risks (exception: ages 18-19 qualify at standard.)	Prior informal request to The Principal within the last 24 months
	Prior coverage approved other than Preferred or Super Preferred.

40-50% of applicants for this process are approved within 48 hours. It is important to note that denial of this process is NOT denial of the life insurance policy, it just means that your application will simply be reverted back to the traditional underwriting process and a paramed appointment can be set for you immediately. The underwriting guidelines will remain exactly the same as any full underwriting process and reverting to this process does not affect your chances of a higher underwriting rating.

Denial of this process is not indicative of a greater problem. You may not be approved for the streamlined process if:

1. You do not meet one of the basic program parameters
2. The underwriter finds additional information on the TeleApp that requires a paramed exam.
3. The Principal Underwriting model score was not high enough to qualify for immediate approval. This score is based on positive risk factors. If not enough of the positive factors are met your score may be too low for immediate approval. However, this is not a proper indicator of increased overall risk.
4. Your case was chosen as part of the randomly selected hold-out group. This hold-out group is for further monitoring and quality assurance of this program.

Major medical conditions that could prevent Accelerated Underwriting include:

Alcohol abuse and/or treatment	Hepatitis
Atrial Fibrillation	Hypertension (diagnosed within 6 months)
Barrett's Esophagus	Kidney Disease
Bipolar Disorder	Lupus
Cancer (Exceptions exist)	Melanoma
Chronic Obstructive Pulmonary Disease (COPD)/Emphysema	Multiple Sclerosis (MS)
Crohn's Disease	Parkinson's Disease
Diabetes/Gestational Diabetes	Peripheral Artery Disease (PAD) Peripheral Vascular Disease (PVD)
Drug Abuse and/or treatment	Rheumatoid Arthritis (RA)
Epilepsy/Seizure	Sleep Apnea
Gastric Bypass/Lap Band	Stroke/Transient Ischemic Attack (TIA)
Heart Disease/Heart Surgery	Ulcerative Colitis (UC)

Krum Insurance & Financial Services
Michael Krum
1021 Millcreek Drive
Suite 10
Feasterville, Pa 19053
www.MGKRUM.com
215-396-2888
Michael@mgkrum.com