

What is the Take Advantage with Rapid App program?

Select each icon for more information on the topics.

Take Advantage with Rapid App offers clients and prospects the opportunity to purchase additional life insurance with simplified underwriting and no medical exams.



### WHY USE THE PROGRAM?

- Provides clients with more coverage options
- Gives you the opportunity to expand your client relationships, toolkit, and business.



### HOW DOES THE PROCESS WORK?

The process begins by informing clients about the program and continues with reaching out and following up with interested clients.



### WHO IS ELIGIBLE?

Many existing policy holders may be eligible for the program if they meet the criteria outlined in the program qualifications. (Page 3)



### WHAT IS THE APPLICATION PROCESS?

All of the required application forms can be located and printed from IPipeline in Guardian Online.



### HOW DO I KNOW WHICH CLIENTS WERE CONTACTED, AND HOW DO I DOWNLOAD MY LIST?

Access MarketEDGE360 to view the list of your clients who have been contacted.



### WHAT DO CLIENTS RECEIVE?

- A personalized letter introducing the program
- A postage-paid business reply card to return if they are interested
- Clients may also contact their agents directly

### WHO DO I CONTACT WITH ADDITIONAL QUESTIONS?

Distributed Solutions Team at:

1-888-600-4668 or [Take\\_Advantage@glic.com](mailto:Take_Advantage@glic.com)

## FAQs

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