

Your Client's Insurability Can Change!

Why You Should Obtain Coverage While You Have the Opportunity

Good news, your client's application for life insurance has been approved. You have also been advised that the policy has been "rated". What exactly does that mean? It means that your client's application has been assessed and an extra premium was charged based on his/her insurability.

**Should your client accept the coverage?
Let's look at the pros and cons of every scenario.**

You want to apply elsewhere:

If you choose to investigate other opportunities, you would be wise to have your client first accept this policy, and pay premiums monthly, retaining coverage in the meantime. This will ensure that your client is covered in the event that his/her insurability changes, as well fulfilling the initial need for the coverage. Although your client may be reluctant to accept the rated offer, you should consider the fact that your client has been provided with a very competitive risk assessment.

Your client's insurability may improve

Your client is confident his/her insurability will improve so they don't want to pay for the rating. If the insurability does improve enough for the rating to be decreased or removed, they may be able to apply for a reassessment.

If your client's insurability has declined during this time, the in-force policy and its rating will still be honored. However, if their insurability declined during this period and the policy is not in force, the original offer will no longer be available.

Your client can't afford the premium

If your client can't afford the increased premium as a result of the rating, you may be able to decrease their coverage (subject to any restrictions and minimum coverage limits) so that the premium amount is within their budget. Less coverage is certainly more effective than none.

**Don't pass up an opportunity to obtain insurance coverage
while your clients are still insurable.**