RELATIONSHIPS ARE EVERYTHING

A 64-year-old female was applying for $5 million of coverage. Her cardiac history was notable because of an abnormal echocardiogram and holter monitor. Insurance underwriters viewed this history in a particularly unfavorable light because she had not had any cardiac follow-up showing stability in several years.

Our product design was very intricate and the plan only worked with a product from one carrier. Upon review, she was approved at Table 4, which, given her premium tolerance, was not viable.

We shopped the file to two other companies who we knew to be aggressive with cardiac risks, and they quoted Standard rates. Once we received this feedback, we were able to pivot back to our carrier of choice and leverage our original Table 4 quote to Standard rates based on our strong relationship and the carrier's desire to find a creative solution for a good business partner of theirs.