



SUCCESSFUL COVER LETTERS

Tell the Story

A well-written cover letter helps tell the story about your client which can speed up the underwriting process and prevent delays. Below are some tips for creating a successful cover letter.

MAKE IT PERSONAL

- Name, Gender and Age
- How you met the client
- How long have you known the client
- Standing in the community
- Client's circle of influence
- Strategic client - explain why
- Business and charitable activities
- Income and net worth

WHAT ARE THE DETAILS OF THE SALE?

- Plan, Face Amount, and Premium
- Replacement? 1035?
- Purpose of insurance
- Insurance in force
- How does the insurance benefit the family or business
- If business insurance, how was face amount determined
- Was an accountant or attorney involved
- If critical, what underwriting offer is needed to make the sale

ARE THERE ANY UNUSUAL FACTS THAT NEED EXPLANATION?

GENERAL HEALTH HISTORY

- Tobacco use
- Height and weight
- Significant medical conditions - ones you think provide an underwriting challenge

ANY AVIATION ACTIVITY OR RISKY AVOCATION?

POSITIVE INFLUENCES

- List activities of daily living including church, school, volunteer work, et al...
- Exercise details
- Regular and frequent preventative medical care
- How the client has successfully treated and followed up on a significant medical condition previously noted
- Routine preventative medical testing - colonoscopies, mammograms, PSA testing, Pap smear, cardiac testing, executive physicals, et al...

END WITH A BRIEF SUMMARIZATION RESTATING THE PURPOSE AND SALE, AND THANK THE UNDERWRITER IN ADVANCE FOR THEIR REVIEW OF THE CASE.

- A cover letter is a chance to make a first impression - let it be a good one. If an underwriter sees your client through an impersonal application, exam, and medical records, an unfavorable baseline may be set and you will be working to move the underwriter off of it. It is much better to start with a positive picture and let the underwriting evidence support it.