



CARRIER & PRODUCT CHEAT SHEET

A product-positioning and underwriting quick reference

Carrier lineups, underwriting rules, rates, and product availability vary by state and change over time. Use this sheet to identify the product category - then verify the current carrier guide before quoting.

Product	Best used for	Key questions	Watch-outs
Term Life	Temporary high death benefit; income replacement	How long does protection needed? Budget?	Health, conversion, renewal rates, underwriting
Whole Life / Final Expense	Permanent death benefit; burial/final expense	Desired benefit? Budget? Health?	Graded/waiting periods, issue ages, benefit limits
Guaranteed Issue	Clients who may not qualify for simplified issue	Age, state, insured benefit	Waiting periods, limited face amounts, higher cost per \$1,000
IUL	Permanent death benefit with indexed cash value growth	Cash value potential? Funding ability? Risk tolerance?	Understanding of not guarantees; charges; lapse risk; funding
Mortgage Protection	Life coverage positioned around mortgage payoff	Benefit protection term, income needs	Usually a life policy, not a lender payoff product; explain actual
Fixed Indexed Annuity	Retirement accumulation / income goals	Age, liquidity, time horizon, assets, objectives	Survivability, surrender charges, tax treatment, state/carrier train

Quick Underwriting Triage

- Age, height/weight, tobacco/nicotine.
- Major diagnoses and dates.
- Hospitalizations/surgeries in recent years.
- Current medications and reasons taken.
- Cancer history and treatment dates.
- Cardiac history, stroke/TIA, diabetes complications.
- Kidney/liver disease, oxygen use, COPD, mobility limitations.
- Pending tests, procedures, or specialist workups.
- Driving history, hazardous hobbies, occupation, and travel where relevant.

Before Quoting

- Confirm you are licensed and appointed for the state/product.
- Check current carrier underwriting guide.
- Check state availability and issue ages.
- Confirm face amount / premium limits.
- Check required replacement or suitability forms.
- Use carrier-approved illustration for IUL/annuity.
- Explain final approval is determined by the carrier.

Rule: Never choose a carrier based only on commission. Start with client fit, product suitability, underwriting, and budget.