

Advisor Assisted Application

A guide for business cases

Advisor Assisted Application

What is the advisor assisted application?

Drop tickets provide a fast and efficient way to submit business and help clients secure the coverage they need.

However, there may be times when you want to guide your client through the application process. Traditionally, this would require a paper application.

Now, you can replace the pen and paper with a laptop and complete the process online.

Advisor Assisted Application

- The **Advisor Assisted Application** is an online tool that allows advisors to help clients complete their applications seamlessly.
- Since the application includes reflexive questions, advisors must be present with the client (whether in person, over the phone or via video conference).
- Provides flexibility – advisors can complete part or all of the life insurance application alongside their client.
- Clients may be eligible for an **instant decision**.

Advisor Assisted Application

3 business insurance benefits

1. Enables collaboration with the policy owner to gather important business details that the insured may not have.
2. Allows you to complete business-related information first, then release the application to the insured so they can fill in their personal details and health history.
3. Helps minimize follow-up questions after submission, leading to:
 - A faster underwriting process
 - Fewer or no amendments needed

Advisor Assisted Application

Reminders as you complete the application

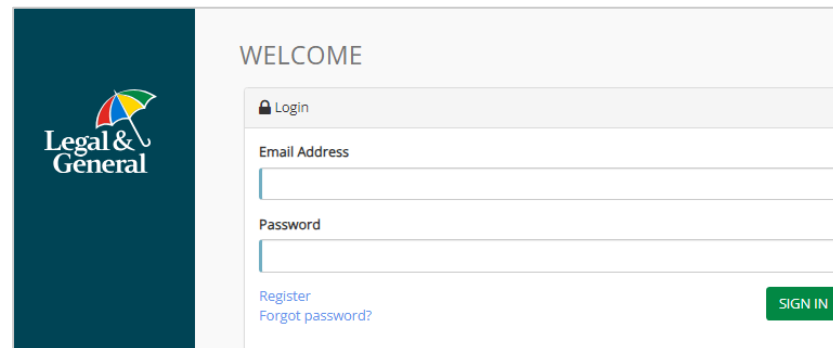
- **'Client' = Insured** – Any reference to the 'Client' refers to the insured individual.
- Once the initial information is entered, the client will receive an email to agree to the **Terms and Conditions, HIPAA, and Honesty Statement**.
 - If working with a policy owner (e.g., business insurance), notify your client that the application process has begun so they understand why they are receiving the email.
- **If you need to exit the application and return later:**
 - A link will be sent to the client, instructing them to log in and complete the application.
 - Inform the client about the email but advise them not to log in until you are ready to assist them with completion.
- **Application structure:** The application consists of three sections. While the questions remain the same, their order differs when completed by an advisor. The sequence for advisors is:
 1. Policy details
 2. Information about the insured
 3. Health history questions

Completing the advisor assisted application


Step 1: Access the application

The application can be accessed through:

- Your GA's unique URL **or**
- Partner Dashboard
 - Log in to your account
 - Click **My Business > Start Application/Ticket**



WELCOME

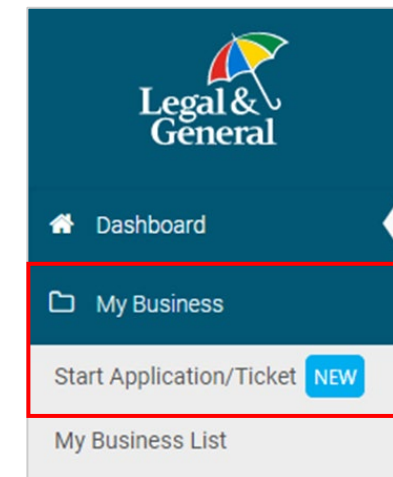
 Login

Email Address

Password

[Register](#)
[Forgot password?](#)

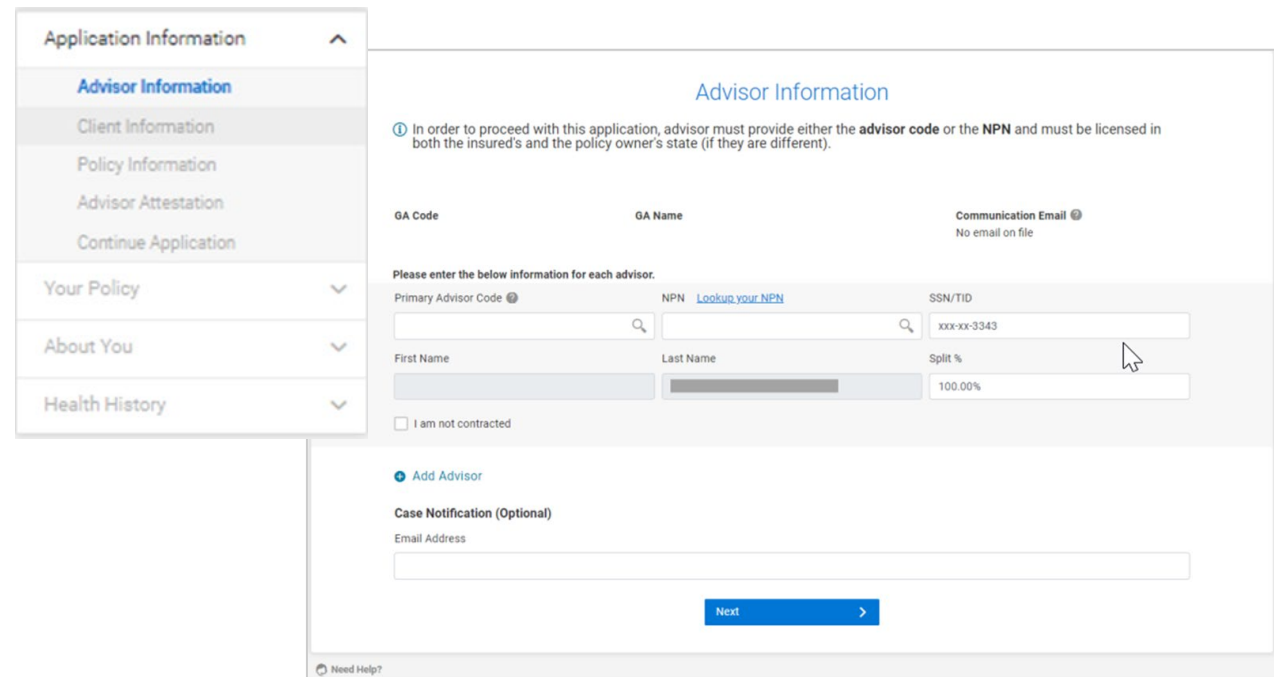
SIGN IN



Step 2: Start the application

Enter advisor information

- Confirm the correct GA name is displayed at the top of the screen
- Enter your advisor code
 - If you don't know your code, enter your national producer number (NPN) and the last four digits of your social security number (SSN) or tax identification number (TIN)
- If you are not contracted with the selected GA, check **"I am not contracted"** and enter your NPN and last four digits of your SSN or TIN
- Click **next** to proceed



Advisor Information

ⓘ In order to proceed with this application, advisor must provide either the **advisor code** or the **NPN** and must be licensed in both the insured's and the policy owner's state (if they are different).

GA Code GA Name Communication Email ⓘ
No email on file

Please enter the below information for each advisor.

Primary Advisor Code ⓘ	NPN Lookup your NPN	SSN/TID
<input type="text"/>	<input type="text"/>	xxx-xx-3343
First Name	Last Name	Split %
<input type="text"/>	<input type="text"/>	100.00%

I am not contracted

[Add Advisor](#)

Case Notification (Optional)

Email Address

Next >

[Need Help?](#)

Step 3: Enter client and policy information

Client information

- Fill in all required client details
- Click **next** to proceed

Policy information

- Enter policy details, including the purpose of insurance, beneficiary designations, and owner/payor information
- If the policy owner is different from the insured, additional information is required
- If applying for multiple policies:
 - Click **+add policy** at the bottom left corner (up to three total policies)
- Click **next** to continue

Policy Information

ⓘ Please review and confirm your selections below for additional coverage options
ⓘ All fields below are required. Please review and fill out any missing information

Details

Product Type: [Learn More](#) Coverage Length: 15 Years

Product Type: Coverage Amount: \$ 1,000,000

Purpose of Insurance: Billing Frequency: Annually

Underwriting Class: Table Rating: Standard

Term Riders:

Additional Coverage Details

Child Rider: \$5,000 \$10,000 Not Interested
A Child Rider cannot be added to a business insurance policy.

Waiver of Premium: Add Coverage Not Interested

Temporary Insurance Coverage: Add Coverage Not Interested

Owner

Is the policy owner same as the proposed insured? Yes No

Is the policy owner an individual or a business? Individual Business

[Add Policy](#) **Next** >

Application Information

- [Advisor Information](#)
- [Client Information](#)
- [Policy Information](#)
- [Advisor Attestation](#)
- [Continue Application](#)

Your Policy

About You

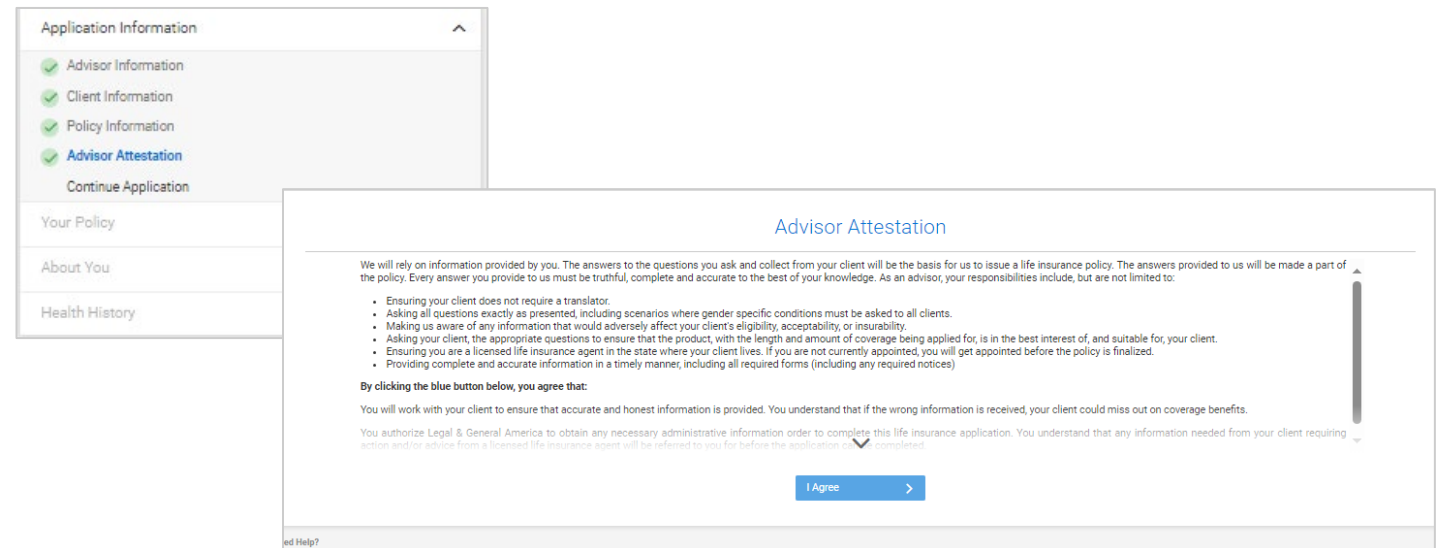
Health History

Advisor attestation and application submission

- Review all details and click **"I agree"** to confirm the advisor attestation
- An application reference number and policy number(s) will be generated
 - The application reference number links all associated applications
 - Each policy will have a unique policy number
- Click **Continue Digital Application** to proceed

Step 4:

Attest and submit



The screenshot displays a web interface for application submission. On the left, a vertical sidebar titled "Application Information" contains a list of steps: Advisor Information, Client Information, Policy Information, Advisor Attestation (highlighted in blue), and Continue Application. Below this list are three menu items: "Your Policy", "About You", and "Health History". The main content area is titled "Advisor Attestation" and contains the following text:

We will rely on information provided by you. The answers to the questions you ask and collect from your client will be the basis for us to issue a life insurance policy. The answers provided to us will be made a part of the policy. Every answer you provide to us must be truthful, complete and accurate to the best of your knowledge. As an advisor, your responsibilities include, but are not limited to:

- Ensuring your client does not require a translator.
- Asking all questions exactly as presented, including scenarios where gender specific conditions must be asked to all clients.
- Making us aware of any information that would adversely affect your client's eligibility, acceptability, or insurability.
- Asking your client, the appropriate questions to ensure that the product, with the length and amount of coverage being applied for, is in the best interest of, and suitable for, your client.
- Ensuring you are a licensed life insurance agent in the state where your client lives. If you are not currently appointed, you will get appointed before the policy is finalized.
- Providing complete and accurate information in a timely manner, including all required forms (including any required notices)

By clicking the blue button below, you agree that:

You will work with your client to ensure that accurate and honest information is provided. You understand that if the wrong information is received, your client could miss out on coverage benefits.

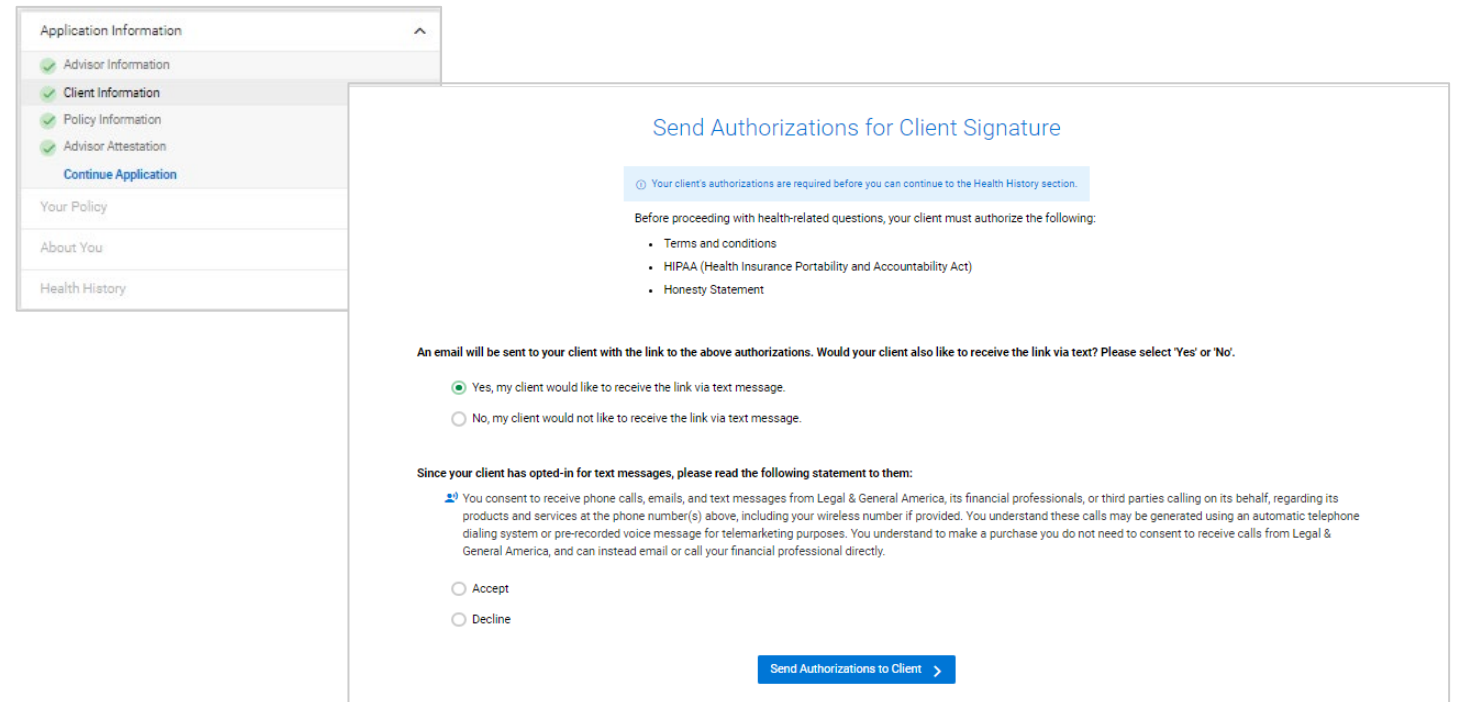
You authorize Legal & General America to obtain any necessary administrative information order to complete this life insurance application. You understand that any information needed from your client requiring action and/or advice from a licensed life insurance agent will be referred to you for before the application is completed.

At the bottom of the main content area is a blue button labeled "I Agree" with a right-pointing arrow.

Step 5: Send to client

Sending authorizations to the client

- An email will be sent to the client requesting them to
 - Agree to terms and conditions, HIPAA, and the honesty statement
 - Complete their personal details and health history
- The email will be from **Banner Life | Legal & General America** with the subject line "**complete your life insurance application**"



The screenshot shows a web interface for sending authorizations. On the left is a sidebar menu with the following items: Application Information (expanded), Advisor Information, Client Information (checked), Policy Information (checked), Advisor Attestation (checked), Continue Application, Your Policy, About You, and Health History. The main content area is titled 'Send Authorizations for Client Signature'. It contains a blue notification box: 'Your client's authorizations are required before you can continue to the Health History section.' Below this, it states: 'Before proceeding with health-related questions, your client must authorize the following:' followed by a list: Terms and conditions, HIPAA (Health Insurance Portability and Accountability Act), and Honesty Statement. A question follows: 'An email will be sent to your client with the link to the above authorizations. Would your client also like to receive the link via text? Please select 'Yes' or 'No'.' There are two radio button options: 'Yes, my client would like to receive the link via text message.' (selected) and 'No, my client would not like to receive the link via text message.' Below this is another question: 'Since your client has opted-in for text messages, please read the following statement to them:' followed by a paragraph of consent text: 'You consent to receive phone calls, emails, and text messages from Legal & General America, its financial professionals, or third parties calling on its behalf, regarding its products and services at the phone number(s) above, including your wireless number if provided. You understand these calls may be generated using an automatic telephone dialing system or pre-recorded voice message for telemarketing purposes. You understand to make a purchase you do not need to consent to receive calls from Legal & General America, and can instead email or call your financial professional directly.' At the bottom are two radio button options: 'Accept' (selected) and 'Decline'. A blue button at the bottom right says 'Send Authorizations to Client >'.

Step 6:

Complete client portion

Completing the client's portion of the application

The application is divided into three sections

- **Your policy** – policy details, beneficiaries, owner/payor information
- **About you** – client's personal details, occupation, and financial information
- **Health history** – medical background and reflexive underwriting questions

If the advisor is completing the entire application with the client

- The advisor can walk the client through the entire application in person, over the phone, or via video call
- The application typically takes 30 minutes to complete

If the advisor is only completing the business portion

- Easily navigate through application questions as you see fit
- Click **save and exit** to release the application to the client for completion
- An email will be sent to the client with a secure link to log in and finish the application
- Inform the client not to log in until you are ready to proceed together or release the application

Step 7: **Complete business portion**

Completing business information

For business insurance cases, additional financial underwriting guidelines apply. Advisors should collect key details from the business owner before submitting the application. Use our **Business Insurance Application Worksheet** to gather information.

Business insurance needs

Select the type of business insurance the client is applying for:

- Key person insurance
- Buy-sell agreement
- Business loan / collateral assignment
- Stock redemption

Required business information

- Business name, address, and contact details
- Tax ID number
- Relationship to client
- Type of business and reason for coverage

Step 7:

Complete business portion

Required business information

If the business need is key person insurance

- Name and date of birth of the key person
- Relationship to the business
- Percentage ownership, if applicable

If the business need is buy-sell insurance

- Owner's contact information, date of birth, and last four digits of SSN
- Owner's relationship to the business
- Primary and additional beneficiary details (percentages must total 100%)

If the business need is a business loan or collateral assignment

- Loan term length (minimum seven years)
- Loan amount
- Whether the policy will be collaterally assigned

Note: Third-party financials are only required if total life insurance coverage (in force + applied for) is \$5 million or more for business insurance or \$10 million or more for personal insurance.

Step 8:

Client review and signature

Finishing the application

- Once the application is completed, the client can review and make adjustments before signing
- The client must **check a box** confirming they have reviewed the application
- Click **sign application** to finalize submission

What happens next?

You've submitted the application. Now what?

After submission, the application moves into underwriting. Your GA will receive notifications about:

- Instant approval if the client qualifies
- Further underwriting review if additional information is required
- Requests for medical exams or financial documentation, if applicable



About business insurance

Underwriting guidelines for business

For financial guidelines on business insurance, please refer to our [Field Underwriting Guide](#).

Types of business insurance

- Key person
- Buy sell
- Business loans
- Stock redemption

Recent
enhancements:
**Financial
underwriting
guidelines**

Updated third-party financial requirement

Third-party financials are now required **only** when total life insurance coverage (in-force and applied for) through Banner Life Insurance Company and William Penn Life Insurance Company of New York meets the following thresholds:

- **\$5 million** or more for business coverage
- **\$10 million** or more for personal coverage

Note: Total life insurance coverage with all carriers must be financially justified and, at the discretion of the underwriter, additional financial information may be requested.

Reduced business loan repayment term

The minimum required loan repayment term has been **reduced from 10 years to seven years**.

Expanded key person multipliers

Key person multipliers have been expanded, allowing consideration of coverage amounts beyond standard multipliers – **up to 20 times** the applicant's annual income.

SBA Collateral Assignment

Enhanced collateral assignment process

- **Step-by-step instructions added** – A new cover sheet outlines the assignment process to help BGAs and clients reduce errors (NIGOs) and streamline approvals.
- **Enhanced collateral assignment form** – Now fillable, with key details (e.g., policy number, name) auto-populating throughout the form to prevent duplicate entries.
- **Proactive notifications** – BGAs will now receive timely email updates at critical points, allowing them to initiate the assignment process immediately after policy issuance.
- **Reduced business loan term requirements** – The minimum loan term has been lowered from 10 years to 7 years.

Required business information

Whether you or the client is completing the application, use our **Business Insurance Application Worksheet** to gather essential details needed for the policy details section.

Need help? We're here for you!

[Contact your team](#)