



Why our *Simplified* is good for your practice

When you hear about simplified insurance, you might picture AI-powered robot underwriters. But at SSQ Insurance, our Simplified Term and Whole Life products are actually a lot simpler than that. You see, answering 15 application questions is the underwriting. That's it. There's nothing more¹.

Plus, you'll get some amazing advantages from this simplified approach.

Go fast with no surprises

Some clients don't want their digital experience to be interrupted by the need to submit fluids or an APS. With SSQ Simplified Life Insurance, you never have to worry. The vast majority of your clients will sail through the online application and get a policy in their hands within 60 minutes. Paramedical and lab tests are never required.

Dazzle your younger clients

Nearly 80%² of Millennials say life insurance is important to them. With SSQ Simplified Life Insurance, you can provide the type of instant gratification they've come to expect from Amazon and UberEats. It's super easy, there are no medicals or tests involved, and even the traditional in-person policy delivery can be done online.

Provide exceptional value

If you only consider price, SSQ Simplified Life is competitive. After all, we're the company that offers some of the lowest - cost T20 in the country. But when you factor in value, it's truly an exceptional product. Imagine being able to set your clients up with great insurance in less time than it takes to stream their favourite show on Netflix.

 **Learn more at**
ssq.ca/simplified

1. For some, additional questions could be required.
2. Rethinking Life Insurance: From a Transaction to a Life, Health, Wealth and Wellness Customer Experience August 2020
www.majesco.com 2020 Life Ecosystems Survey

