



Bestow is a little different

And that's a very good thing

Get excited! You're now contracted with Bestow, the fast, digital, modern term life insurance solution. We do things a little differently around here, and we think that's a good thing.

- 100%** Online application through your own trackable sales url
- 100%** Instant decision with no medical exams ever
- 100%** Paperless with no case management

Doing things differently may seem intimidating, but we've made it so simple for you and your customers that you'll wonder why you haven't been doing it this way all along. Ready to help connect your customers with the coverage they need? First, check out these handy steps to success:

- 1. Test Your URL** – your unique sales url is what makes sure you get credit for all your hard work. Once you have your url, take it for a spin! Try getting a quote and familiarize yourself with the process.
- 2. Visit the Agent Hub** – Our online Agent Hub is your one-stop-shop for all things Bestow. There, you'll find our Agent Handbook, demo tool, FAQ's, and even pre-approved marketing materials and social media collateral. Bookmark the page so you can easily get back to the hub whenever you need.
- 3. Find the Right Customer** – Review your book of business and affiliations with local banks, companies, etc. The Agent Handbook can help identify the best fits for Bestow's offerings, but some key things to remember are: It's super fast, all online, and there are no medical exams – perfect for those who aren't a fan of needles. And really, who is?
- 4. Guide Your Clients** – The beauty of Bestow is you can be as hands-on or hands-off as your client prefers. Schedule a call, video conference, or an in-person appointment if your client wants help navigating the process. Otherwise, they can complete the application alone in minutes using their phone or computer. Either way, as long as they're using your sales url, you'll get credit.
- 5. Redirect if Needed** – Some people won't qualify for a policy offered by Bestow, but that doesn't mean their needs have changed. You're still in control of the interaction. Consider pivoting to other products or companies with a traditional underwriting process. Let's find a policy that works for them!

Have more questions?

Visit the Agent Hub: <https://agents.bestow.com/>

Contact your BGA: _____

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