

## Underwriting Cover Letter

There are many purposes of submitting an underwriting cover letter with your client's insurance application. A well written cover letter may pull all the pieces of the puzzle together for an underwriter and help them better understand the "total picture" at hand. It should provide a clear picture of the client's objectives and purpose of insurance. Submitting this information with the application can create a more rewarding relationship and can help eliminate any delays in underwriting. It may also increase the acceptance of your business by receiving an underwriting class you requested.

We recommend submitting a cover letter for any of the following:

- Applying for \$1million and higher face amounts
- Business insurance: keyman, buy-sell, cross-purchase
- Disability applications
- Multiple applications for one client

Things to include when writing your cover letter:

### *Need*

- Full details explaining the purpose of coverage.

### *How the amount was determined*

- Full details explaining how the face amount was determined.

### *Other Insurance*

- Amount of in-force coverage, other coverage applied for or to be replaced, how much coverage to be placed, etc.

### *Knowledge of the client*

- List any personal knowledge you have of the client- how long known & how well, work experience, social information, life style, civic and community involvement, education, etc.

### *Financials*

- Full details regarding business/ personal financial statements & how they substantiate the amount applied for.

*Potential underwriting risks or concerns*

- Underlying facts related to any potential risks known to the field representative. This may pertain to medical history, beneficiary/ owner/ payor arrangements, avocation interests, foreign travel, etc.