



A Berkshire Hathaway Company

INDIVIDUAL LIFE FACULTATIVE



Gen Re's 2nd Look Program

Book more business with a unique life insurance sales opportunity to place cases you are losing.

How can you increase the profitability of your life insurance sales? Your company may share similarities with your competitors that have 3% to 20% of life insurance applications postponed, withdrawn, or retired as incomplete due to missing information or requirements that preclude definitive risk assessment. Medical requirements are most often missing but sometimes so are non-medical requirements, typically some sort of financial documentation.

Since many carriers have underwriting and medical departments that may **lack extensive substandard underwriting experience**, and despite their best efforts, they are leaving unplaced millions of dollars of profitable premium on the table. Our analysis estimates the present value of **lost future premiums** can be up to \$100,000 per case.

Underwriters are concerned about passing their internal and reinsurance underwriting audits. If a doctor's report says an age appropriate test, such as a mammogram or colonoscopy, is recommended and the client doesn't have it done—the underwriter's response is to **postpone**.

Can't locate the pathology report from a cancer history 12 years ago—**postpone**.

Unplaced business may cause your agents to get frustrated and explore relationships with other carriers. Recruiting new agents may become more of a challenge. Your company could suffer reputational damage and unnecessarily high unit costs.

Gen Re has a solution—**2nd Look**, our proprietary, analytics-based approach to handle unplaced business.

Take control of your unplaced business by referring it to Gen Re for a 2nd Look.*

How Does It Work?

Simply submit the entire underwriting file to Gen Re for facultative review and indicate on your cover sheet what underwriting requirements are lacking and that the case is being submitted for a 2nd Look.

> What products can be considered?

Any product for which your company and Gen Re have an active treaty in place.

— To explore a facultative-only treaty, contact your Gen Re account manager.

> What ages can be considered?

Typically ages 18–79 if treaty terms allow.


> What amounts can be considered?

Typically \$250,000 to \$40 million, depending upon available capacity and treaty terms.

Is your company leaving millions of premium dollars on the table each year?

Send to Gen Re for a 2nd Look when:

- > A published new business requirement is not completed, such as an EKG
- > That final APS is not received
- > There is no evidence of a recommended medical follow up
- > A pathology report for a surgical procedure done in the distant past is missing
- > An imaging scan or results of a medical test, such as a tumor marker, colonoscopy or stress test is lacking
- > An underwriter can't make an offer because the inspection or financial documentation is not available

Since Gen Re introduced the 2nd Look program in 2014, some people have told us they became heroes with their sales force and executive management team  because they delivered a solution that increased placement of profitable business.

This is an added bonus of being able to make an offer on cases that would otherwise be retired incomplete or postponed.

Call us if you want to partner with Gen Re and become your company's next hero!

Underwriting:

David Chien, FLMI

VP, Chief Underwriter, Individual Life
Tel. 203 352 3095, dchien@genre.com

Michael Clift, FALU, FLMI, AIAA, ACS

VP, Sr. Underwriting Executive
Tel. 203 352 3090, mclift@genre.com

Joe Curtin, FALU, FLMI, AFSI, ARA, ACS

VP, Underwriting Executive
Tel. 203 328 5227, joe.curtin@genre.com

Sarah Fusco, RHU, ACS

VP, Underwriting Executive
Tel. 203 352 3116, sarah.fusco@genre.com

Aaron Nishimura, FALU, FLMI, ACS

VP, Underwriting Executive
Tel. 203 352 3159, aaron.nishimura@genre.com

Michele O'Neill

VP, Sr. Underwriting Executive
Tel. 203 352 3122, michele.oneill@genre.com

Marketing:

Jim Greenwood

Senior VP, Head of Individual Life Sales & Marketing
Tel. 203 352 3062, jgreenwo@genre.com

Donna Sivigny, FSA, MAAA

VP, Sr. Account Executive
Tel. 203 328 3058, donna.sivigny@genre.com

Brice Ballard, FSA, MAAA, CFA

VP, Sr. Account Executive
Tel. 203 352 3181, brice.ballard@genre.com

* 2nd Look is not a Facultative shopping program for informal inquiries, for finding a better offer, or for exceptions to underwriting guidelines that dictate definitive decline.



The difference is...the quality of the promise.

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