

Subject Line: Give customers real cash value potential

Preheader: See how our Indexed Choice UL exceeds their needs



# Add growth potential to their lifetime protection

Learn more



**Offer customers more than expected and help them meet their ever-changing goals.**

When they want more, will you be ready? Our simply-designed [Protective Indexed Choice<sup>SM</sup> UL](#) is the best of both worlds — protection they need and cash value to go with it.

Here's why it's the perfect fit for *Young Professionals, Empty Nesters, Retirees, and Mass Affluents*:



**Guaranteed death benefit** – support when it's needed most



**Cash value accumulation** – market-linked growth potential and realistic illustration rates



**Supplemental living benefits** – built-in Return of Premium endorsement and optional ExtendCare<sup>SM</sup> chronic illness rider

Did you know Forbes Advisor recently named Protective ["Best for Universal Life Insurance"](#) with a 5-star rating? (We're humbled and proud!)

**See how Protective Indexed Choice UL can help you better support Allstate customers with our flyer.**

Download now

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PLAG.3077432 (09.21)

Subject Line: 4 ways to streamline your business

Preheader: Protective Velocity has you covered at all stops



## Streamline your term business with Protective Velocity – our suite of digital tools



**When you need more time, more energy and less clutter to concentrate on protecting clients' goals and growing your business, look to us for the solution.**

[Protective Velocity's](#) digital capabilities can accelerate and streamline your business processes. Quite simply, it makes doing business easier.

- **EZ-App<sup>sm</sup>**, and other electronic drop-ticket platforms, allow you to submit life insurance forms digitally
- **TeleLife<sup>®</sup>** lets us do the administrative work for you
- **PLUS** (Protective Life Underwriting Solution) offers a tailored and expedited underwriting process
- **Electronic Policy Delivery (EPD)** insures your clients five days faster compared to paper delivery

Discover why two of the industry's largest Insurance Marketing Organizations (IMOs) consistently rate us one of the best carriers to work with for our forward-thinking technology capabilities.

[Protective<sup>®</sup> Classic Choice term](#) with [Protective Velocity](#) streamlines your business from start to finish.

[Learn more](#)

**Contact me to learn more about cost effective solutions for short-term protection.**



«Wholesaler Name»

«Wholesaler Title»

[Email me](#)

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PLAG.3380827 (12.21)

Subject Line: Term life that helps you protect more clients faster

Preheader: Thanks to our digital application process.



## Add speed and efficiency to your term life sales with electronic applications



You offer [Protective® Classic Choice term](#) because it's one of the most cost-effective solutions on the market to protect clients' goals. It can also be one of the fastest and easiest policies to place when you submit applications electronically using any of these drop ticket platforms:

- **EZ-App<sup>sm</sup>** — Protective's own platform for digital apps
- **iGo<sup>®</sup>** — iPipeline<sup>®</sup>
- **Express Complete** — Applicit
- **IXN**
- **LifeSpeed** — Ebix

When used with our [Protective Velocity](#) suite of digital tools, electronic applications are the first step on the path to a more efficient and simplified new business process.

[Learn the steps](#)

**We're here to help you get more of your clients covered faster with protection solutions that maximize value.**

**Reach out to us for support at every step of your sales.**



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PLAG.3380879 (12.21)

Subject Line: Take the administrative work out of your day to day

Preheader: Protective's TeleLife® is ready to help



## Let TeleLife® do your heavy lifting



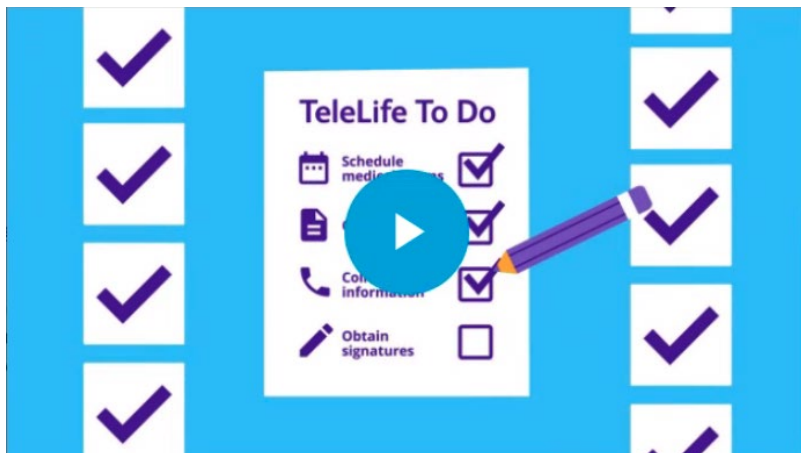
**Selling our Protective® Classic Choice term is a whole lot easier with TeleLife.**

After you submit an application for [Protective® Classic Choice term](#), our [TeleLife](#) team is here to take the administrative work off your plate. We handle everything from conducting interviews to scheduling medical exams and ordering records - giving you more time back in your day.

With technologies such as text message reminders and voice signature, the process is quicker and easier for clients too. Now with **EZ-App**, clients can even complete a portion of their interview online.

And because **TeleLife** specialists are Protective employees, you can trust that your clients will be taken care of every step of the way.

Watch this short video to learn more about how you can streamline your business with TeleLife.



**Contact me to learn more about cost-effective solutions for short-term protection.**



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