

Automatic Standard Approval Program

How it works

Give clients a rating boost. Our Automatic Standard Approval Program (ASAP) is designed to help eliminate low substandard ratings. While some companies have eliminated their program or changed their guidelines, Principal still supports ASAP.

ASAP guidelines

- › Up to \$5 million face amount
- › Up to Table 3 or flat extra to \$7.50/\$1,000
- › Permanent products only* (both lives are eligible for Survivorship UL Protector II)
- › Applicable through age 70
- › Medical ratings only [no driving, hazardous sports, aviation or lifestyle cases (drug/alcohol use)]
- › Can be used with Healthy Lifestyle Credits
- › Cannot be used with a combo of Table Rating + Flat Extra

How does our program differ from other companies?

Principal does not limit or exclude cancer or coronary heart disease. Many competitors use the same criteria, but they exclude cancer or coronary. Also, our Healthy Lifestyle Credit (HLC) program can be used in conjunction with ASAP. The combination of HLC and ASAP provides an opportunity in some cases to move somebody outside a Table 3 to Standard. For example, when we rate a person a Table 5 and use HLC to get them to a Table 3, we can then use ASAP to get to a Standard rating.

What are the benefits?

Our ASAP eliminates the low, substandard ratings that can be the most challenging to present to your client. Consequently, you can present an offer to a client that has a greater chance of being placed. The greatest benefit is the competitive Standard rate received by your client without a reduction in the compensation paid to you.

ASAP in action

Proposed insured	Product type	Medical condition	Underwriting offer
Ben, age 55, 6 ft, 265 lbs	UL	<ul style="list-style-type: none">Moderate rheumatoid arthritis using HumiraHigh blood pressure and high cholesterol, both controlled with medicationNormal stress test within three yearsAnnual exams with DRE and PSA	Standard using Healthy Lifestyle Credits and ASAP together
Mark, age 68		<ul style="list-style-type: none">Diabetes, good controlProteinuria, mildHypertension and cholesterol, well-controlledTable 3 risk	
Ruth, age 70	SUL	<ul style="list-style-type: none">Mild CAD in several vesselsFavorable stress tests, well-controlled CV risk factorsOSA, moderate, compliant with CPAPTable 3 risk	Standard on both lives using ASAP

For product-specific eligibility, contact your home office underwriter.

Unlike many of our competitors, Principal does not exclude cancer or coronary artery disease from our Automatic Standard Approval Program.