

# Producer and Distributor Benefits of Using Ceding Carrier Data

Not-In-Good-Order Replacement requests are one of the leading causes of delayed policy issuance.

With 50% or more of all new insurance business attributed to Replacements, proactive Financial Advisors and Distributors can take control of the process by eliminating many carrier to carrier NIGO issues before the request is sent to the issuing carrier.

Additionally you can ensure that replacement packages arrive at the correct ceding carrier processing location in the most timely manner possible with fax, hardcopy and email delivery rules.

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## Eliminate Replacement Follow-ups & Delays

### Decrease Not-In-Good-Order Replacements

By knowing the ceding carriers' requirements before sending in the replacement request, Financial Advisors and back-office operations can handle issues involving the policyholder at the time of the sale and submit the initial request "in-good-order".

### Improve Customer Experience & Eliminate Follow-ups

The policyholder's sales experience and confidence is enhanced when the Financial Advisor handles the ceding carrier requirements during the initial sale, eliminating additional follow-ups to:

- ◆ Request ceding carrier proprietary surrender forms
- ◆ Waive conservation
- ◆ Provide additional signatures / guarantees
- ◆ Change partial requests to full withdrawals
- ◆ Call the ceding carrier to initiate the withdrawal
- ◆ Deliver additional required forms

The client will receive their new product as quickly as possible by eliminating ceding carrier NIGO replacement requirements and handling all issues at the time of sale.

### Cut Out Guess Work and Research

Submitting replacement paperwork with the correct ceding carrier processing location can cut weeks off the turn-around time. Company name changes, mergers and carriers with similar names, all make finding the correct ceding carrier frustrating and time consuming. CT Advanced Search logic helps find not only the correct ceding carrier, but also the correct processing location's replacement requirements.

### Fax / Electronic vs. Original / Hardcopy

Distributors and Financial Advisors can identify when a replacement request can be electronically submitted to the issuing carrier or if hard copy with original, wet signatures is required.

### Increase Sales Opportunities

Financial Advisors will have more time to spend on additional sales by eliminating the time spent researching elusive carriers, going back to clients for requirement follow-ups or replacement NIGO corrections. Time = Money!

**Ceding Carrier Contact and Replacement Requirements Database**

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