



BULLETIN:

Life Quick Request® Required for Colony Term Applications \$250,000 and Below

genworth.com

February 24, 2014

Effective:
April 7, 2014

States:
All states, except NY

Contact: Questions?
Please contact the
Genworth Sales Team.

The Genworth Financial companies are committed to making term life insurance solutions more efficient. Our industry-leading Life Quick Request® (LQR) fulfillment platform makes sales simpler and results in better placement rates. Using LQR technology is faster, much more cost-efficient, and ultimately reduces cycle time by up to 50% and increases placement rates by up to 8%*.

In keeping with this strategy, effective April 7, 2014, Colony Term applications with face amounts of \$250,000 or below that are eligible for Life Quick Request®, must be submitted through LQR, iLQR through iPipeline®, or Aplifi® AFFIRM™ for Life to be commissionable.

Commission and incentive compensation impact:

- Beginning **April 7, 2014**, if a Colony Term paper application for \$250,000 face amount or below is received on or after this date, we will process it but pay no commission or incentive compensation on the case. You may contact us to cancel a case and resubmit via LQR for the commission to be payable.
- We will pay commissions and incentive compensation per standard eligibility rules on all cases \$250,000 and below that are submitted through LQR or the iLQR process we offer through iPipeline.
- Colony Term tickets may be submitted using Life Quick Request through agency websites, iPipeline's IGO and via Aplifi AFFIRM for Life.

Transition Rules

As of **Monday, April 7**, all Colony Term applications with face amounts of \$250,000 and below are required to be submitted using our LQR, iLQR through iPipeline, or Aplifi AFFIRM for Life platforms for commissions to be paid. Commissions will NOT be paid on paper applications received after this date.

(continued)

Genworth Financial companies include:

Genworth Life and Annuity Insurance Company, Richmond, VA

Genworth Life Insurance Company, Richmond, VA

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Transition Rules (cont'd)

In situations where Life Quick Request or iLQR is unavailable, paper applications will be accepted and eligible for commissions. LQR and iLQR are unavailable in the following situations:

- Arkansas, Rhode Island and Wyoming replacement policies
- Bermuda cases
- New Jersey cases with a Temporary Insurance Application and Agreement (TIAA)

We look forward to working with you to make LQR a success for you. If you have any questions, please contact your Genworth sales representative.

* As of February 1, 2014, cases processed through Life Quick Request had a median cycle time of 13 days for term life insurance and 16 days for universal life insurance cases from the day New Business receives the case to the day the policy is mailed. Term cases with face amounts greater than \$100,000 have an 8% increase in placement ratio over paper applications (rolling 12-month average).

The name Colony used with life insurance products is a Genworth service mark.