

# Prudential's eDelivery: Efficient policy placement

Prudential's eDelivery lets you spend more time selling and less time worrying about policy placement.



## PROCESS FLOW



## BENEFITS OF PRUDENTIAL'S eDELIVERY

- **Increased Placement Potential:** On average there is a 4% increase in placement with eDelivery.\*
- **Faster Cycle Times:** The issued to placement cycle time may be as little as 24 hours.
- **Strategic Selling:** eSubmission + eInterview + eReview with PruFast Track + eDelivery = Competitive Advantage!
- **Improved Quality:** The system promotes In Good Order (IGO) completion, preventing re-work or unnecessary delays at policy delivery.

## ELIGIBILITY REQUIREMENTS

- All Term Products
  - Select Permanent Products Without an Illustration\*
  - Single Insured Only (Social Security Number required)
  - Single Individual Policyowner (Social Security Number required; no entities or multiple owners)
- Restrictions:** Not Available in Guam, on NY Replacements, Juveniles, Placed Changes or Term Conversions.

Not available on PruLife Index Advantage UL® in NY, PruLife Private Placement VUL, PruLife Index Advantage or PruLife Founders Plus UL® with the Premium Deposit Account. Not available on permanent products when an illustration is required at delivery.

**Overcoming Challenges. Achieving Goals.**  
**Creating a better client experience.**  
**That's financial wellness.**

Contact your New Business Case Management team  
for questions and training tools!

\*Source: Prudential Individual Life Insurance internal study – January 1, 2019, to August 30, 2019.

PruLife Index Advantage UL and PruLife Founders Plus UL are issued by Pruco Life Insurance Company in all states except New York, where, if available, they are issued by Pruco Life Insurance Company of New Jersey. Both companies are located at 213 Washington Street, Newark, NJ 07102. Private Placement VUL is issued by Pruco Life Insurance Company and offered through Pruco Securities, LLC (member SIPC).

Private Placement Variable Universal Life Insurance is a long-term investment and may not be suitable for all investors. The policy's value will fluctuate based upon the performance of the underlying funds. It is possible to lose principal. Policyowners should be aware of the additional risks involved with investing in non-registered funds. Non-registered funds are not registered under the securities laws and are not subject to the same regulatory requirements as registered funds. Among other activities, non-registered funds may engage in potentially riskier investment practices, charge higher fees, and impose liquidity restrictions on policyowners' assets.

**Clients should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract and/or underlying portfolios. The prospectus and, if available, the summary prospectus contain this information as well as other important information. Clients should read the prospectus carefully before investing.**

**It is possible to lose money by investing in securities.**

This material is being provided for informational or educational purposes only and does not take into account the investment objectives or financial situation of any of your clients or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing your client's retirement savings. Clients seeking information regarding their particular investment needs should contact a financial professional.

Prudential, the Prudential logo, and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities.

**NOT FOR CONSUMER USE.**

© 2019 Prudential Financial, Inc. and its related entities.