

## What is SimpleProtect?

SimpleProtect™ is an online application for our participating life, term and critical illness insurance products. It simplifies the application process with significantly fewer underwriting questions and nearly 20% of applications are instantly approved. With the option to have your client sign on their own device, applications can be completed without the need for a face-to-face meeting.

[Try SimpleProtect today](#)

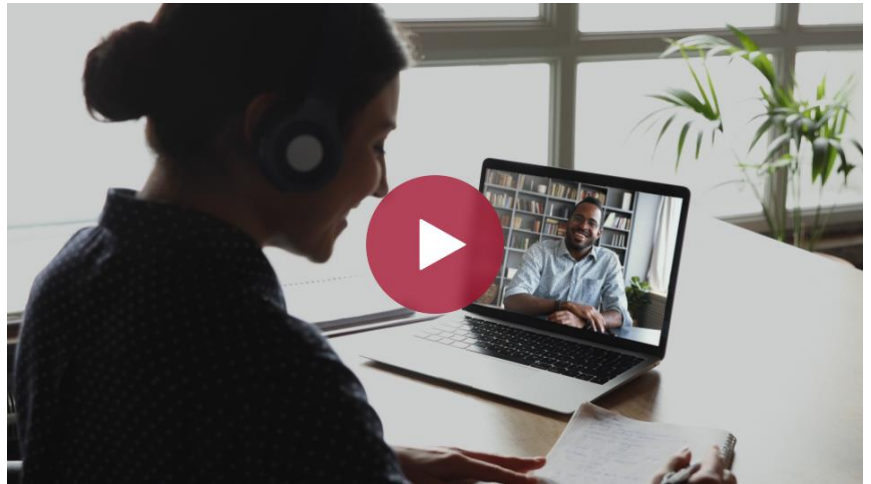
### What's New

#### Digital contracts are now available!

You can now view, download and share contracts with clients as soon as they're available. [Watch a demo here.](#)

## Benefits of SimpleProtect

- Intuitive and user-friendly with learning resources updated regularly
- A reduced number of underwriting questions from 50+ to under 20
- Combo applications make it easier to do term and critical illness apps
- Less time completing the application and more time building relationships with your clients
- Instant approvals and quicker contract delivery
- Designed by advisors for advisors with ongoing enhancement



## Learning Resources – Help with using SimpleProtect

### [Video](#)

Learn more about SimpleProtect with this helpful video.

### [Overview guide](#)

Use this guide for detailed information about the application.

### [Practice site](#)

Try out different client application scenarios.

### [Quick reference guide](#)

Reference this one-pager to determine when to use SimpleProtect.

### [New business single start reference guide](#)

To help you determine if clients would best qualify for SimpleProtect™ or new business web application.

[New Business Web app vs. SimpleProtect](#)

Quick reference comparison of New Business Web app versus SimpleProtect.

[Reasons why letter](#) \*new

Learn more about completing a Reason Why letter in SimpleProtect with this helpful video.

[Duplicate an application](#) \*new

Learn more about how to duplicate an application in SimpleProtect with this helpful video.

## Learning Resources – Non-face-to-face

[Non-face-to-face-guide](#)

Learn how to submit a non-face-to-face application.

[Demo of non-face-to-face application](#)

Watch this demo on how to complete a non-face-to-face application

[Electronic contract delivery reference guide](#)

This guide provides the steps an advisor and client will follow when a client would like to receive their SimpleProtect contract electronically.

[Try SimpleProtect](#)

SimpleProtect can be used on Chrome, Internet Explorer, Microsoft Edge and Safari. We strongly recommend using Chrome.