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CRUMP LIFE INSURANCE EXPANDS ELECTRONIC SUBMISSION OFFERINGS
Integrated Features Simplify Experience for Agents, Carriers & General Agencies

Roseland, NJ (June 20, 2013) -- Crump Life Insurance Services announced today the launch of InsureNOWSM, a new product that streamlines the life insurance business by processing cases on average 15 days faster than traditional application processes do.

"InsureNOW is a multi-carrier application, offering insurance producers maximum flexibility by integrating several tools into a single platform," said Ron Alexander, senior vice president, growth initiatives, Crump Life Insurance Services. "The product ultimately results in improved cycle times, which benefits the clients, producers and companies involved."

InsureNOW, available at Crump.com as well as on the proprietary sites of many insurance carriers, banks and brokerage companies, offers financial services professionals convenient full-service and self-service solutions. The full-service option includes support from a service center team that interviews clients, obtains electronic signatures, schedules exams, and orders the initial attending physician statements. The self-service option provides an intelligent e-application (with tutorial wizard screens) that results in perfect client applications when completed. This is particularly important in a tech-savvy, 24/7 environment. Both choices expedite the traditional sales process and are included in Crump's standard service offering at no additional charge.

InsureNOW also includes a productivity-enhancing feature called ContractNOW to make insurance carrier appointments.

"Paper-free submission and connectivity to the National Insurance Producer Registry eliminates the need for extensive paperwork for each new carrier that a financial professional is appointed with. Cases with new carriers may be processed in a fraction of the time," Alexander said.

Crump Life Insurance Services President Brian Winikoff said, "Demand for this streamlined process was driven by the many financial institutions we work with as well as our expanding number of independent financial professionals. These groups need an easier way for their financial advisors to include life insurance and related products in their brokerage and financial planning portfolios."

“Continuing Crump’s role as an innovator, InsureNOW builds on the company’s Life Solutions platform, which was the industry’s first multi-carrier electronic information gathering solution supporting term life insurance,” Winikoff said. “By incorporating technological advances InsureNOW uses our capabilities, along with our business partners’, so producers can save time and focus on the larger, higher-paying premium cases, creating additional revenue opportunities. Additionally, InsureNOW will enable us to introduce new straight-through-processing capabilities for additional product lines in the future.”

More information about InsureNOW can be found at InsureNOWsolutions.com.

About Crump Life Insurance Services

[Crump Life Insurance Services](#) is a prominent independent wholesale distributor of life insurance, linking a national network of approximately 200,000 financial services professionals with the products manufactured by approximately 100 highly rated insurance companies. Crump supports the distribution of traditional and variable life, long-term care, disability and annuity products with the industry's premier sales and back-office support services.

Crump’s technology-driven insurance distribution solutions are among the insurance brokerage industry’s most advanced, including Internet-based capabilities and a leading edge administration system to support all aspects of processing with multiple insurance companies. Crump Life Insurance Services includes the following brands: Crump Life Institutional Group, Crump Potomac Affluent Markets, [RiskRighterSM](#), [Tellus Brokerage Connections](#) and [TIME](#).

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