



Straight answers to the questions people ask most often.

Why do I need an advisor to buy a policy from Plum Life?

Because buying life insurance is an important decision, and we're committed to helping you make the right one. Working with an advisor is the best way to ensure you get the right solution, at a cost that fits your budget. You don't want to guess when it comes to protecting your family: advisors help meet their clients' needs every day, and their experience is invaluable.

How much Life Insurance should I purchase?

Most Americans actually underestimate how much life insurance they need. That's why working with an advisor makes sense. It is important to consider not only how much income you will want to replace but also any large debts like your mortgage. You should also factor in things like the cost of child-care, education and even elder care. Your advisor can not only help you identify your needs but also recommend a coverage amount.

Does it cost more to work with an advisor?

No, our rates are very competitive and provide you with industry-leading coverage backed by industry-leading companies. You don't pay the advisor, we do—you simply pay your premium, as you would with any life insurance policy. In fact, advisor-sold products often have the best rates.

How does the process work?

It's what sets Plum Life apart: we combine the advice of an advisor with the speed and convenience of buying online. First, chat with your advisor to find the coverage that meets your needs and budget. Once that's set, they'll send you a custom link to complete your application online. It only takes a few minutes. Once you're approved and the premium is paid, you're covered. It's that easy.

Powerful partnerships ensure we'll be there when your family needs us.

We partner with some of the industry's finest – companies that have helped millions of Americans secure life insurance, earned high financial strength ratings, and paid billions of dollars in claims.

How long does it take to get coverage?

Thanks to our underwriting process and third-party data sources, our approval process is designed to be quick and easy. The days of waiting weeks or months for a life insurance decision are over. Many policies are approved within minutes and others may only take a few days. Plus, you and your advisor will always know where you are in the process.

Do I need to get a medical or labs?

In general, we try and leverage data and advanced modeling to make an underwriting decision thereby reducing the burden on you. For cases \$750k or less, ages 18-60, you will never be asked to get a medical or lab – guaranteed! For larger coverage amounts, we may ask for a medical exam or to get a copy of your medical report from your doctor. Rest assured both you and your advisor will always know where you are in the process and what potential action you need to take.

How do I schedule a medical exam?

If required, you will be asked to schedule the appointment during the application process and appointments can be made in real time. If you end up not needing the exam, we'll take care of canceling it for you – you won't have to do a thing.

If I need a medical exam, how will it work?

A trained medical representative will come to either your home or your office, or you can choose to find a nearby lab – our online booking tool will give you plenty of nearby options.

Can I still apply if I had Covid-19?

Having had Covid-19 does not disqualify you from applying and qualifying for life insurance. However, having an active case may mean that we delay your application. Your advisor can be a trusted source of information and can help guide you through the process.

Who issues the life insurance policy?

With Plum Life, your policy is issued by SBLI. In Connecticut, your policy is issued by Centrian Life Insurance. By partnering with them and your advisor, we're able to offer you the seamless insurance-buying experience you deserve. We're committed to delivering best possible service—and with our product partners, we know that will happen.

How does my beneficiary receive the proceeds of my policy?

We're backed by some of the industry's most respected names. The same companies that have helped millions of Americans secure life insurance, earned high financial strength ratings and paid Billions in claims. All to help ensure that your loved ones get all of the benefits they deserve.

We currently offer products from The Savings Bank Mutual Life Insurance Company of Massachusetts, Woburn, MA. Centrian Life Insurance is a registered trade name and Connecticut d/b/a of The Savings Bank Mutual Life Insurance Company of Massachusetts, Woburn, MA. Policy Form Series #B-56. Products and features may not be available in all states.

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