

# HOW TO SUBMIT BUSINESS USING E-APPLICATION



**Faster, more accurate submission of client applications**

Using the E-Application (E-App) platform is simple. Complete and submit applications online while you're meeting with clients in person or remotely. With E-App, you can:

- Simplify and speed up the application process
- Minimize paperwork and avoid copying redundant information form after form
- Minimize errors and not-in-good-order (NIGO) apps



## How to use E-App

- Go to Agents.EquiTrust.com and log in with your secured access (your Marketing Organization's secure website may have a dedicated FireLight platform available for your use).
- If you're a new EquiTrust financial professional website user, set up an account using your agent number, last four digits of your SSN, ZIP code on file and your email address.
- Navigate to the E-App by clicking on the "Forms & Supplies" dropdown menu and selecting "E-App/E-Platform." From the E-App page, you may:
  - Build a new application packet
  - View and manage applications already in process
  - Set up your preferences

## E-Signature

- The owner's email address is required and is used to review and sign the application documents. **Important:** Use of the financial professional's email for the client's signing ceremony is not allowed.
- When you are finished entering all required information, click on Use E-Signature to initiate the signing process. The completed application packet will be sent to the client via email for their electronic signatures.
- Once all signatures have been applied, the application packet will be automatically submitted and electronically entered into the New Business queue at EquiTrust.
- For a Bridge® application, the E-App must be submitted to start the underwriting process.

## Procedure to send a check for E-App

When submitting a check for an E-App, mail the check to EquiTrust and include the following information:

- Indicate the check is for a pending application
- Full client name
- Agent name, EquiTrust agent number and contact information

### Standard mail:

EquiTrust Life Insurance Company  
P.O. Box 14500  
Des Moines, IA 50306-3500

### Overnight:

EquiTrust Life Insurance Company  
7100 Westown Pkwy Suite 200  
West Des Moines, IA 50266-2521

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**Questions? Call Sales Support at 866-598-3694,  
email [Sales.Support@EquiTrust.com](mailto:Sales.Support@EquiTrust.com) or visit [Agents.EquiTrust.com](https://Agents.EquiTrust.com).**

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