



TURN E-APPS



INTO

EASY MONEY

EARN \$500 FOR EACH E-APPLICATION (E-APP), UP TO \$2,500. OFFER VALID THROUGH 12/31/23.

Rules and details

- Applies to E-Apps received at EquiTrust between Sept. 12, 2023, and Dec. 31, 2023 — whether you've used E-App before or not.
- \$500 per case up to five cases or \$2,500 — no minimum case size.
- The E-App may be submitted via EquiTrust's FireLight instance or your Marketing Organization's instance of FireLight.
- Bonus will be paid by the 15th of the following month for each applicable issued case through normal commission arrangements.
- Applies to all EquiTrust products except Bridge® ([see our Bridge® Bucks flyer](#) for Bridge bonus opportunities).

Advantages of submitting business via E-App



Easily complete and submit applications while meeting with clients



Avoid copying redundant information form after form



Simplify and speed up the application process



Minimize errors and not-in-good-order (NIGO) applications

Getting started is easy. Scan or click to learn how to submit an E-App!



Watch video

Additional rules and details

Only one bonus is paid per individual client for each product. Contracts must be active at time of payment. An E-App with multiple writing agents will count as one E-App for each agent. Not valid on contracts returned within the free-look period. EquiTrust may terminate this offer at any time.

Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa. EquiTrust.com. For Producer Use Only.