



# Independent Agent Overview



# Closing the coverage gap



## The market is enormous

4x more life insurance policies are sold than mortgages each year [Source](#)



## Consumer demand is high

93% of adults think primary wage earners need life insurance [Source](#)



## But there's still a coverage gap

More than 100 million Americans are under- or uninsured [Source](#)



Why?



# The traditional process is *long*

Typically this process takes 6 to 8 weeks  
and requires paperwork, phone calls, and doctor visits.

# Agenda

- Introductions
- Ladder overview
- Ladder for independent agents
- How to get in touch with Ladder
- Q + A

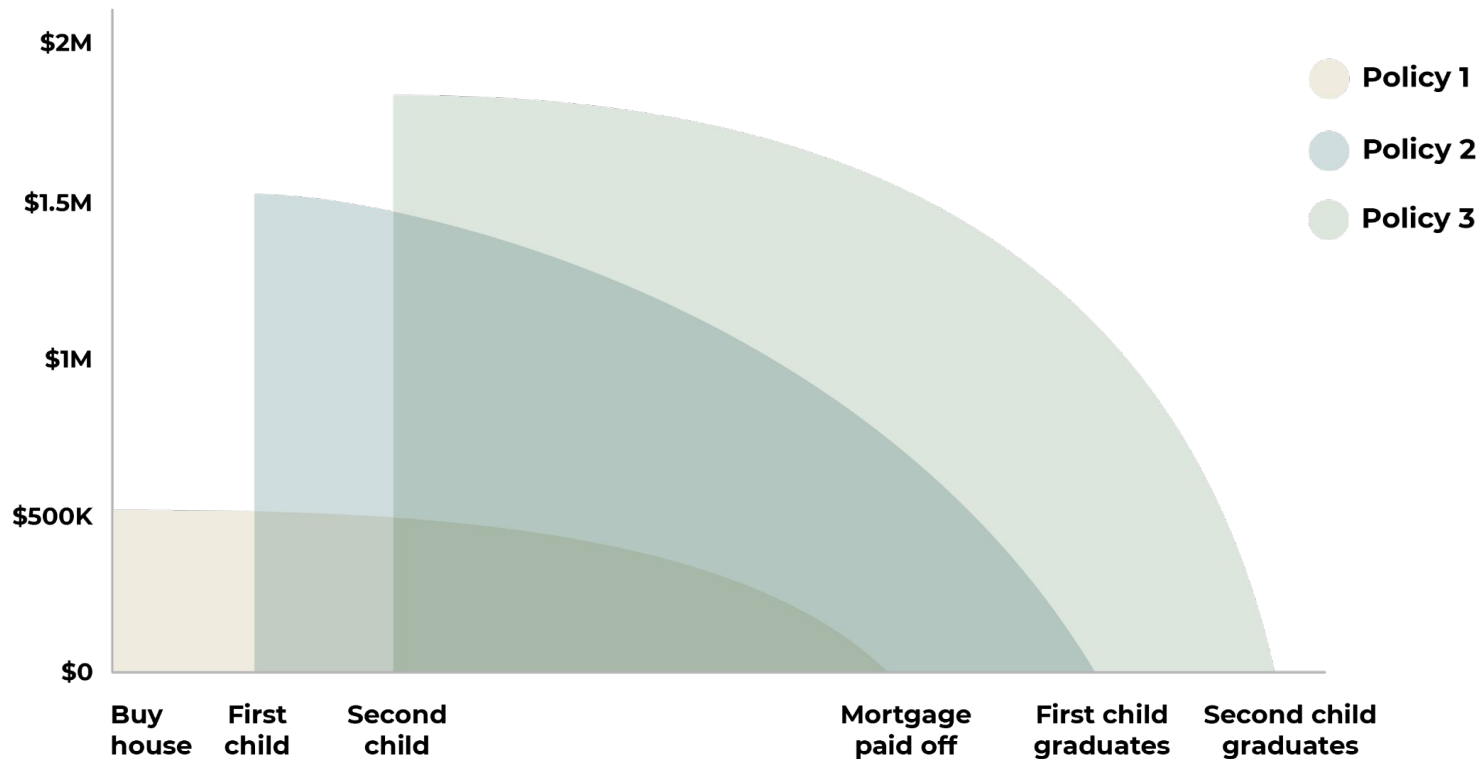


# Why Ladder?

Reimagining the life insurance experience

- ✓ Seamless online application in just a few minutes.
- ✓ Just answer a few health-related questions for coverage up to \$3M.
- ✓ Get an instant decision — most of our customers are approved on the spot. Customers can cancel at any time.
- ✓ “Laddering” up or down is digital so customers can easily decrease their coverage, or apply to increase their coverage, as often as they like.
- ✓ 4.9 out of 5 star rating on Trustpilot based on over 2,835 reviews! *(as of 1/15/25)*

# Insurance needs change over time



**Policy starts**  
(20-year term)



\$1,000,000 total  
**\$32/month**

**Lower mortgage balance**  
(5 years into policy)



**Kids turn 18**  
(10 years into policy)



\$750,000 total  
**\$24/month**



**Higher education paid off**  
(15 years into policy)



\$500,000 total  
**\$16/month**



\$500,000 total  
**\$3,666 total savings**

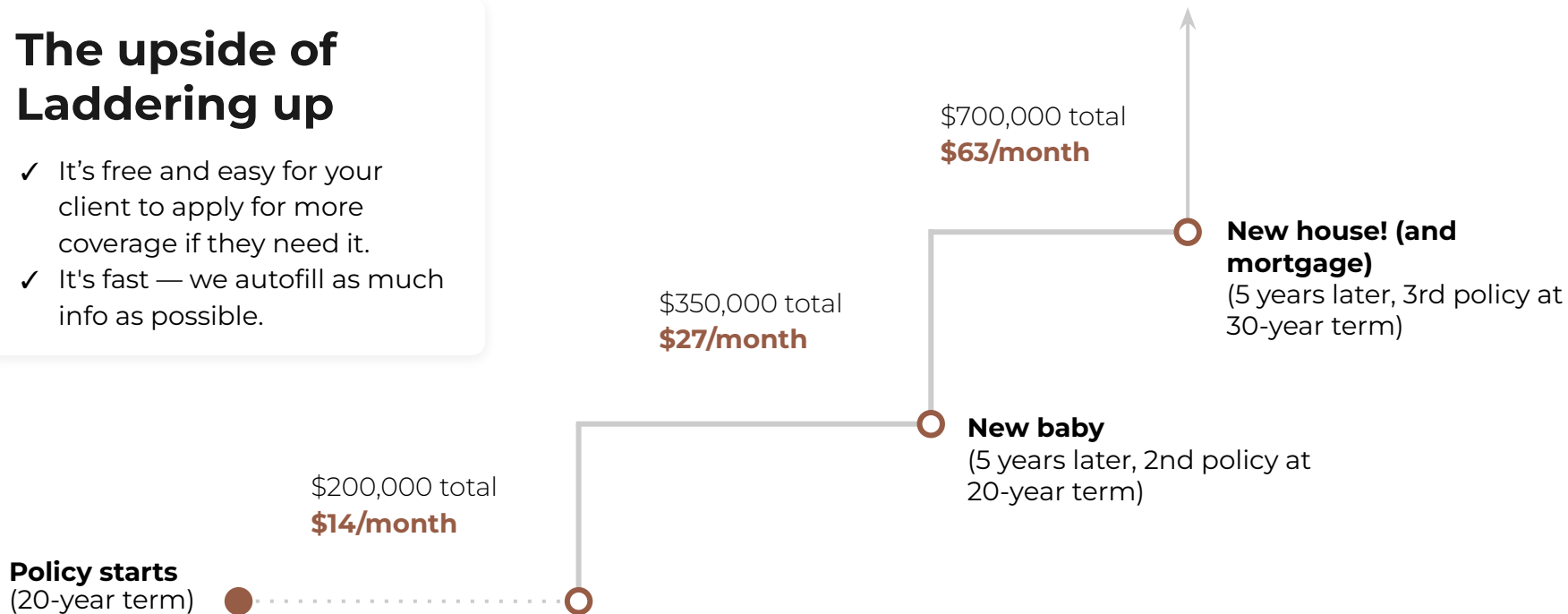
## Opportunities to Ladder down

- ✓ Lowering monthly premiums could lead to substantial savings for your client.
- ✓ Your client doesn't pay for more coverage than they need.

For financial professional use only. Not approved for use with the public. This example and the pricing used is purely hypothetical and loosely based on a 28-year-old female in good health. Preferred plus. Prices may vary. Savings in premium compared with the same client maintaining their full coverage amount for the policy term. Savings attained by decreasing coverage to the next available lower face value every subsequent year from policy issue date. Prices valid as of June 21, 2024.

## The upside of Laddering up

- ✓ It's free and easy for your client to apply for more coverage if they need it.
- ✓ It's fast — we autofill as much info as possible.



For financial professional use only. Not approved for use with the public. This example and the pricing used is purely hypothetical and loosely based on a 28-year-old female in good health. Preferred plus. Prices may vary. Savings in premium compared with the same client maintaining their full coverage amount for the policy term. Prices valid as of June 21, 2024.



# Why Ladder?

Ladder can help provide coverage for:

## Every wallet

- ✓ \$100k to \$8M in coverage
- ✓ 10, 15, 20, 25, and 30 year terms
- ✓ Competitive prices with no policy fees
- ✓ 30-day money-back guarantee
- ✓ Included Living Benefit Riders \*

## Every story

- ✓ Ages 20–60 (age + term  $\leq$  70)
- ✓ Digital with real-time underwriting and no medical exam for policies up to \$3M\*\*
- ✓ Preferred Plus available through Substandard ratings, up to table 8
- ✓ Flexible coverage using “laddering” feature

Note: Not available in Connecticut or New York.

\* Only added to policies issued standard or better

\*\* While medical exams are not required for coverage up to \$3M, certain health information is required as part of the application to determine eligibility.

# Product details

Summary of key details

<b>Annual policy fee</b>	None \$0
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>• U.S. citizens physically located in the U.S.</li> <li>• U.S. residents who have lived in the U.S. for more than 2 years may qualify.</li> </ul>
<b>Face amounts</b>	\$100K–\$8M
<b>Free look period</b>	30 days
<b>Issue age</b>	Ages 20–60 (age nearest)
<b>Payment methods</b>	Debit, credit, ACH, Apple Pay, Google Pay
<b>Premiums</b>	<ul style="list-style-type: none"> <li>• Level</li> <li>• Monthly</li> </ul>
<b>Replacements</b>	None
<b>State exclusions</b>	CT, NY

<b>Term lengths</b>	10, 15, 20, 25, 30 years
<b>Underwriting classes</b>	<p>Ladder uses a range of classes to help price customers fairly and accurately:</p> <ul style="list-style-type: none"> <li>• Preferred plus non-tobacco</li> <li>• Preferred non-tobacco</li> <li>• Standard plus non-tobacco</li> <li>• Standard non-tobacco</li> <li>• Preferred tobacco, Standard tobacco</li> <li>• Table ratings (up to Sub-Standard Table 8)</li> </ul>
<b>Underwriting process</b>	<ol style="list-style-type: none"> <li>1. Application questions</li> <li>2. Third-party evidence checks</li> <li>3. Instant offers for those who qualify</li> </ol>
<b>Riders</b>	<ul style="list-style-type: none"> <li>• Terminal Illness Acceleration of Death Benefit (not available in CA or FL)</li> <li>• Critical Illness Acceleration of Death Benefit Rider (not available in CA or FL)</li> </ul>

# Underwriting guidelines

Generally not a fit for the Ladder process

<b>Blood pressure</b>	Severe or uncontrolled blood pressure
<b>BMI</b>	BMI of <18 or >40
<b>Cancer</b>	Cancer in the past 10 years (excluding some skin cancers)
<b>Chronic conditions</b>	Chronic hepatitis, chronic kidney disease
<b>Criminal history</b>	<ul style="list-style-type: none"><li>• Felony or misdemeanor convictions</li><li>• Pending criminal charges</li></ul>
<b>Diabetes</b>	<ul style="list-style-type: none"><li>• Severe or uncontrolled diabetes</li><li>• Diabetes with complications</li></ul>
<b>Drugs and alcohol</b>	<ul style="list-style-type: none"><li>• Illegal drug use or drug/alcohol abuse/treatment in the last 10 years</li><li>• Marijuana &gt; 12x/month</li></ul>

<b>Heart conditions</b>	Significant heart conditions, including heart attack
<b>Mental health</b>	Significant conditions including but not limited to severe anxiety, depression, suicidal thoughts, bipolar disorder, post-traumatic stress disorder
<b>Moving violations</b>	DUI, reckless driving, suspended license
<b>Occupation</b>	Hazardous occupations
<b>Stroke</b>	Stroke in the past 10 years
<b>Travel</b>	Planned travel to a risky country in the next 2 years

# Underwriting guidelines

Generally not a fit for the Ladder process

<b>Blood pressure</b>	Severe or uncontrolled blood pressure
<b>BMI</b>	BMI of <18 or >40
<b>Cancer</b>	Cancer in the past 10 years (excluding some skin cancers)
<b>Chronic conditions</b>	Chronic hepatitis, chronic kidney disease
<b>Criminal history</b>	<ul style="list-style-type: none"> <li>• Felony or misdemeanor convictions</li> <li>• Pending criminal charges</li> </ul>
<b>Diabetes</b>	<ul style="list-style-type: none"> <li>• Severe or uncontrolled diabetes</li> <li>• Diabetes with complications</li> </ul>
<b>Drugs and alcohol</b>	<ul style="list-style-type: none"> <li>• Illegal drug use or drug/alcohol abuse/treatment in the last 10 years</li> <li>• Marijuana &gt; 12x/month</li> </ul>

<b>Heart conditions</b>	Significant heart conditions, including heart attack
<b>Mental health</b>	Significant conditions including but not limited to severe anxiety, depression, suicidal thoughts, bipolar disorder, post-traumatic stress disorder
<b>Moving violations</b>	DUI, reckless driving, suspended license
<b>Occupation</b>	Hazardous occupations
<b>Stroke</b>	Stroke in the past 10 years
<b>Travel</b>	Planned travel to a risky country in the next 2 years
<b>Other conditions</b>	AIDS/HIV, ALS, Alzheimer's disease, COPD (Chronic obstructive pulmonary disease), Cystic fibrosis, Cystic lung disease, Dementia, Huntington's disease, Parkinson's disease, Suicide attempt

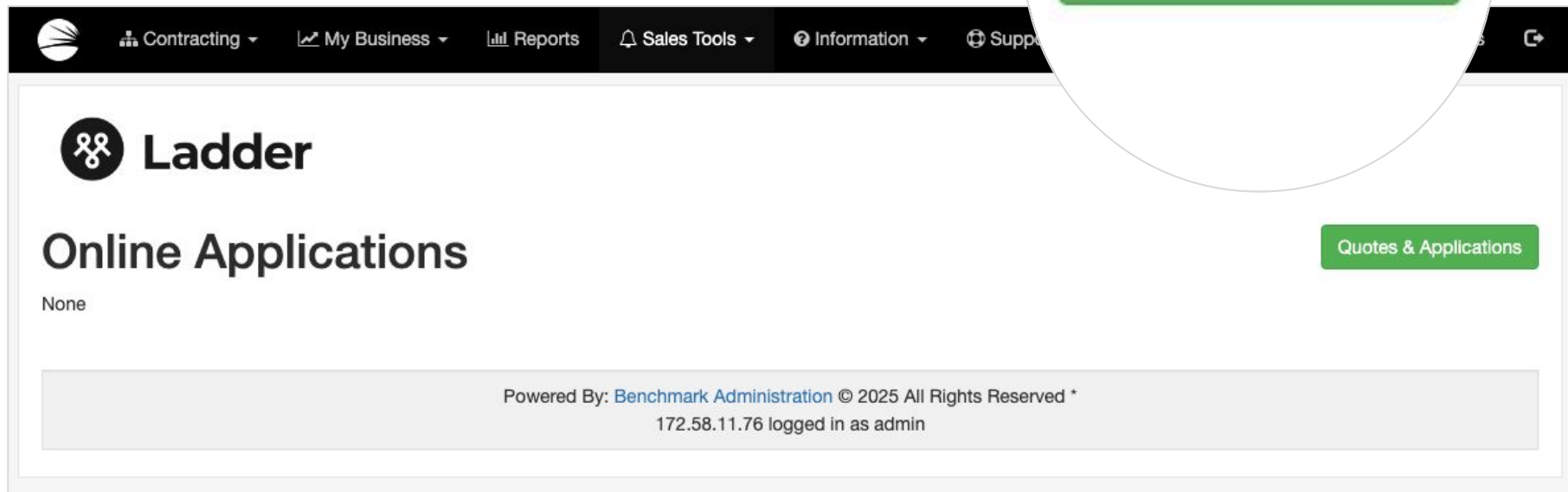
# Agent process




Ladder agent experience

## Getting started

- The Ladder product will appear on your Prosperity Agent Portal.



 **Ladder**

# Online Applications

None

[Quotes & Applications](#)

Powered By: [Benchmark Administration](#) © 2025 All Rights Reserved \*

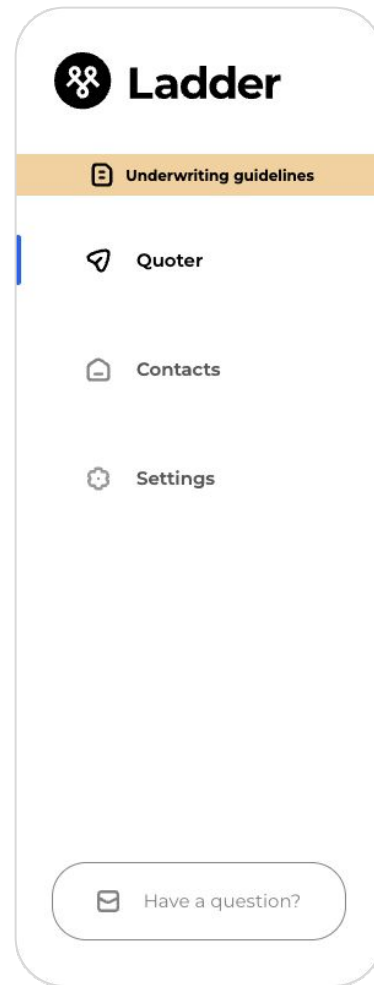
172.58.11.76 logged in as admin



Ladder agent experience

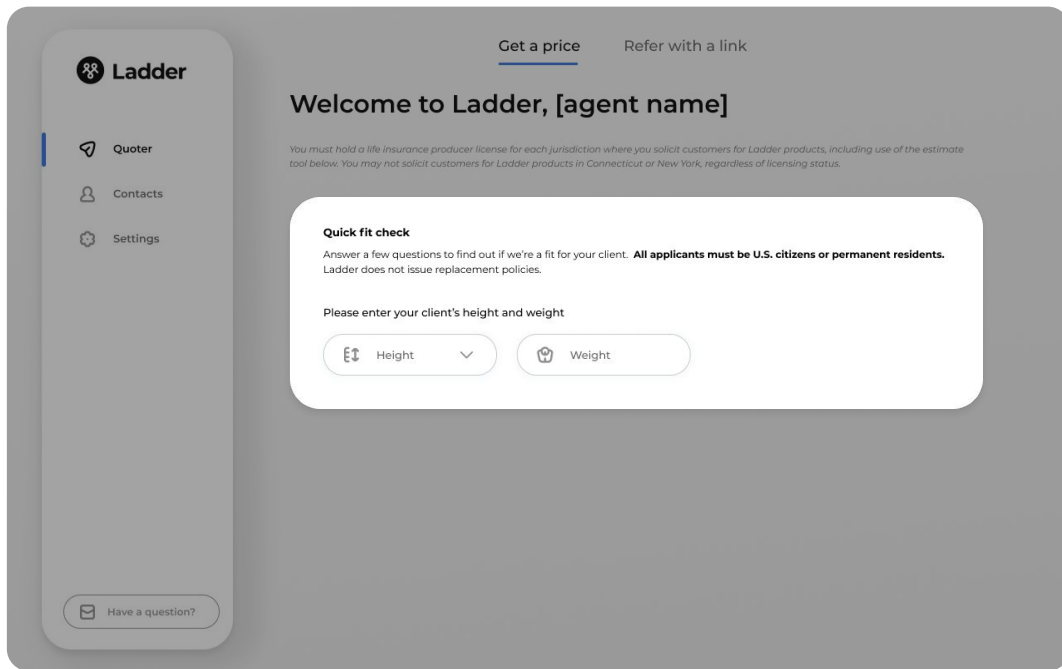
## Underwriting guide

- Find the new underwriting guide in the Ladder Agent Dashboard.



## Ladder agent experience

- Agents start by **generating a quote** and can **start an application** from the dashboard.
- New pre-screener questions designed to help you determine if Ladder is a good fit for your client, and get a more accurate quote



The screenshot shows the Ladder agent dashboard. On the left is a sidebar with the Ladder logo and three menu items: Quoter (with a shield icon), Contacts (with a person icon), and Settings (with a gear icon). At the bottom of the sidebar is a button labeled 'Have a question?' with an envelope icon. The main content area has a header with 'Get a price' (underlined) and 'Refer with a link'. Below this is a welcome message: 'Welcome to Ladder, [agent name]'. A disclaimer follows: 'You must hold a life insurance producer license for each jurisdiction where you solicit customers for Ladder products, including use of the estimate tool below. You may not solicit customers for Ladder products in Connecticut or New York, regardless of licensing status.' The main section is titled 'Quick fit check' and contains the text: 'Answer a few questions to find out if we're a fit for your client. **All applicants must be U.S. citizens or permanent residents.** Ladder does not issue replacement policies.' Below this is a prompt: 'Please enter your client's height and weight'. There are two input fields: 'Height' with a height icon and a dropdown arrow, and 'Weight' with a weight icon.

## Ladder agent experience

- The pre-screener questions show up one at a time. You will get different messages depending on whether Ladder is a low, moderate, or good fit based on the responses.
- You can always refer to the full underwriting guidelines for more information

The screenshot displays the Ladder agent interface. On the left is a sidebar with the Ladder logo and navigation links: Quoter, Contacts, and Settings. Below these is a 'Have a question?' button. The main content area is titled 'Welcome to Ladder, [agent name]' and includes links for 'Get a price' and 'Refer with a link'. Below the welcome message is a disclaimer: 'You must hold a life insurance producer license for each jurisdiction where you solicit customers for Ladder products, including use of the estimate tool below. You may not solicit customers for Ladder products in Connecticut or New York, regardless of licensing status.' The 'Quick fit check' section prompts the user to answer questions to determine if they are a fit for their client. It includes a disclaimer: 'All applicants must be U.S. citizens or permanent residents. Ladder does not issue replacement policies.' The questions are: 1. 'Please enter your client's height and weight:' with input fields for Height (5'11") and Weight (180 lbs). 2. 'Is your client currently unemployed and collecting disability or other government assistance benefits?' with Yes/No buttons (No is selected). 3. 'Has your client ever used hard drugs?' with Yes/No buttons (No is selected). 4. 'Does your client have any felony convictions, or felony charges pending?' with Yes/No buttons (No is selected). 5. 'Does your client use marijuana or cannabis products on a weekly or daily basis?' with Yes/No buttons (No is selected). 6. 'Does your client have any major medical conditions?' with Yes/No buttons (No is selected). Below the questions is a progress bar with three segments: Low fit (red), Moderate fit (yellow), and Good fit (green). The bar is currently in the 'Low fit' segment. A message at the bottom says 'So far, so good! Answering a few more questions will tell us more.' with a 'Start a quote' button.

## Ladder agent experience

- If Ladder is a moderate or good fit, you can continue to the quoter to learn more, and potentially get a price estimate.
- If you email the quote to your client from the quoter, you will no longer be able to start the application on their behalf. We will email them the lowest price from the range given, but their final price depends on their responses and any third party data we receive.

[Quoter](#)
[Contacts](#)
[Settings](#)

Have a question?

[Get a price](#)
[Refer with a link](#)

## Welcome to Ladder, [agent name]

You must hold a life insurance producer license for each jurisdiction where you solicit customers for Ladder products, including use of the estimate tool below. You may not solicit customers for Ladder products in Connecticut or New York, regardless of licensing status.

**Get a quote**

Answer a few questions to generate your client's quote.

☒ Male
 ☐ Female

State  
California

Date of birth  
12/07/1999

Height  
5'10"

Weight  
188 lbs

Face  
\$1,000,000

☐ Biological parent or sibling diagnosed with cancer, diabetes or heart disease prior to the age of 60

☐ Used tobacco or nicotine in the last 3 years

Term  
20 years

Price range (per month)

Preferred	Standard Plus	Standard	Substandard
\$24.21	\$30.52	\$35.80	\$40.24

Our best estimate for your client is **Preferred**. The range is based on the answers provided so far. The final price will be determined by the client's full application and any relevant third party consumer report data we acquire.

[Start an application](#)
[Email this quote](#)

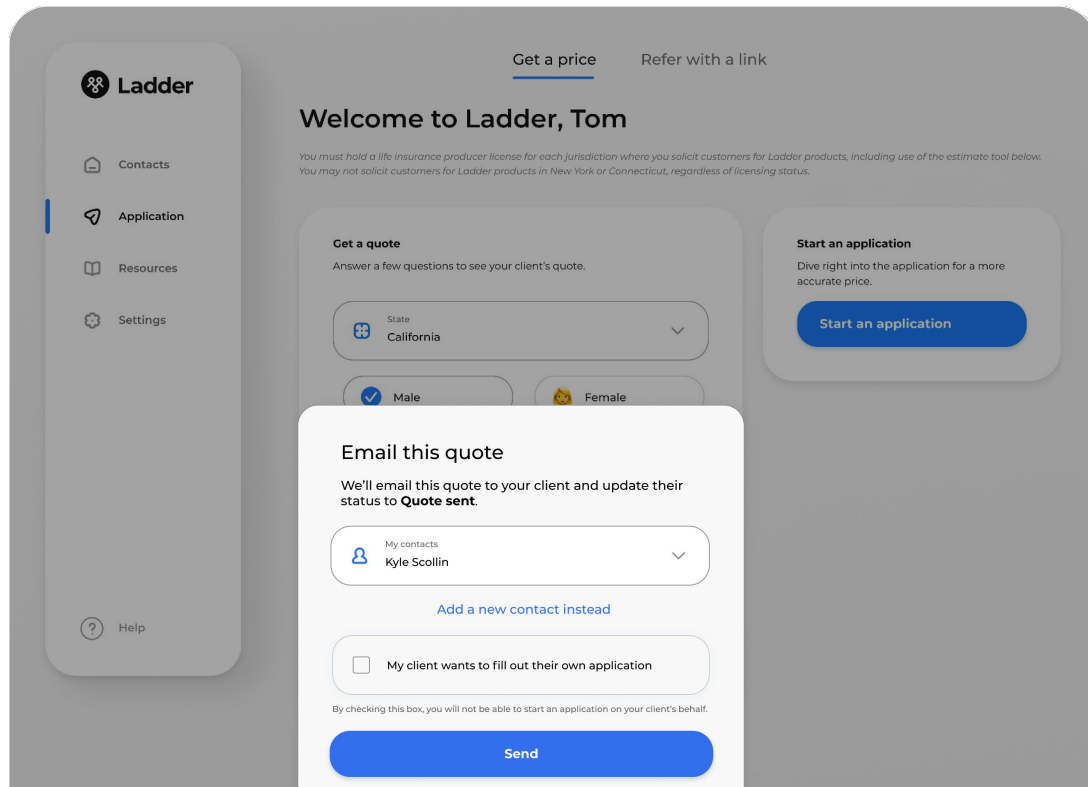
[Reset](#)

For financial professional use only. Not approved for use with the public. 250305-4296370

18 of 30

## Ladder agent experience

- Agents can email a quote to their clients.
- They can then start an application on their client's behalf or have the client fill out their own application.



The screenshot displays the Ladder agent interface. On the left is a sidebar with navigation options: Contacts, Application (highlighted), Resources, Settings, and Help. The main content area shows a 'Welcome to Ladder, Tom' message with a disclaimer. Below this is the 'Get a quote' section, which includes a form with fields for State (California), Gender (Male), and Age (Female). To the right is a 'Start an application' button. A modal window titled 'Email this quote' is open, showing a message: 'We'll email this quote to your client and update their status to **Quote sent**.' It includes a dropdown menu for selecting a contact (Kyle Scollin) and a checkbox for 'My client wants to fill out their own application'. A 'Send' button is at the bottom of the modal.

Get a price Refer with a link

**Welcome to Ladder, Tom**

You must hold a life insurance producer license for each jurisdiction where you solicit customers for Ladder products, including use of the estimate tool below. You may not solicit customers for Ladder products in New York or Connecticut, regardless of licensing status.

**Get a quote**  
Answer a few questions to see your client's quote.

State: California

Male Female

**Start an application**  
Dive right into the application for a more accurate price.  
[Start an application](#)

**Email this quote**  
We'll email this quote to your client and update their status to **Quote sent**.

My contacts  
Kyle Scollin

[Add a new contact instead](#)


☐ My client wants to fill out their own application

By checking this box, you will not be able to start an application on your client's behalf.


[Send](#)

## Ladder agent experience

- When agents start an application for their client, they begin by entering the client's basic information (this creates an account for their client).


**Ladder**

You're applying for **Jackson Ray**.  
[Exit application](#)



### Let's get you started


First, we'll need some info about your client.

First name	Last name
Address	Apt/Unit #
<a href="#">Can't find address?</a>	Sorry, no PO boxes
State	Zip code
Email address	Confirm email address
We'll use your client's email address to create a Ladder account.	
Social Security number	Phone
<input type="checkbox"/> I confirm I have permission from my client to share their information with Ladder.	
<div>Continue</div>	




## Ladder agent experience

- Once an account is created, agents go through the application questions with their client.
- Agents can see which client's application is open and exit it at any time.

 **Ladder**

You're applying for **Jackson Ray**.  
[Exit application](#)

**Do you have plans to engage in any of the following activities within the next 2 years?**

Select all that apply 

☐ Skydiving

☐ Scuba diving

☐ Racing


☐ Mountain climbing

☐ Hang gliding

☐ Ultralight flying


☐ Extreme sports including cave exploration, rodeo, or bungee jumping

**None of these**



## Ladder agent experience

- Once an application is complete, agents share it with their client for review, signing, and submission.
- Clients are asked to verify their identity, sign an authorization, and review and submit their application to get a decision.



**You're applying for Jackson Ray.**  
[Exit application](#)

### Time for Jackson to review

Next, we'll email Jackson at **[JacksonRAY@gmail.com]** with a link to review and submit their application.



**Send [Jackson]'s review email**

↓

### Email sent!

Have Jackson check their email to review and submit their application. You can track their progress on your Ladder dashboard or in Benchmark, where status is updated nightly.

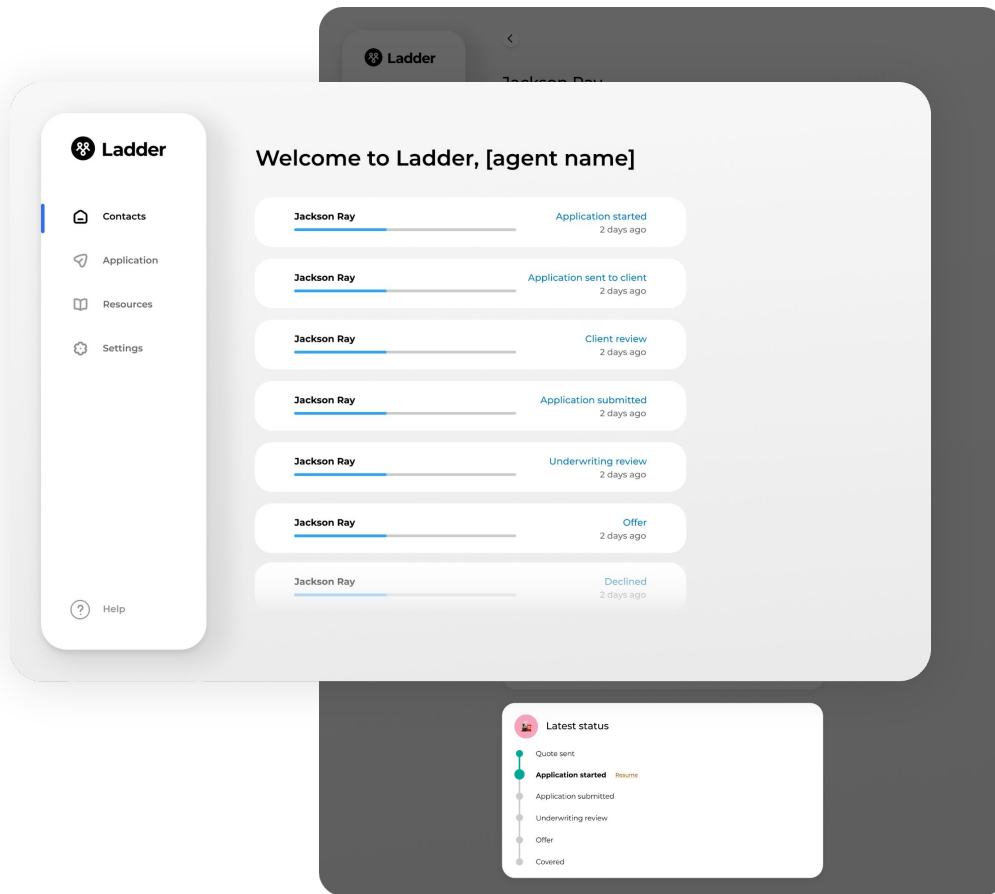
#### What's next?

1. Your client will be asked to verify their identity.
2. Your client will be asked to sign an authorization. [Sample](#) 
3. We'll inform your client about the records we'll pull. [Sample](#) 
4. Your client will review their application and submit it.
5. Once your client submits their application, we'll provide a decision.

**Go to my Ladder dashboard**

## Ladder agent experience

- Agents can track their clients' progress through the Ladder dashboard.
- Agents can click into each client for more progress details.

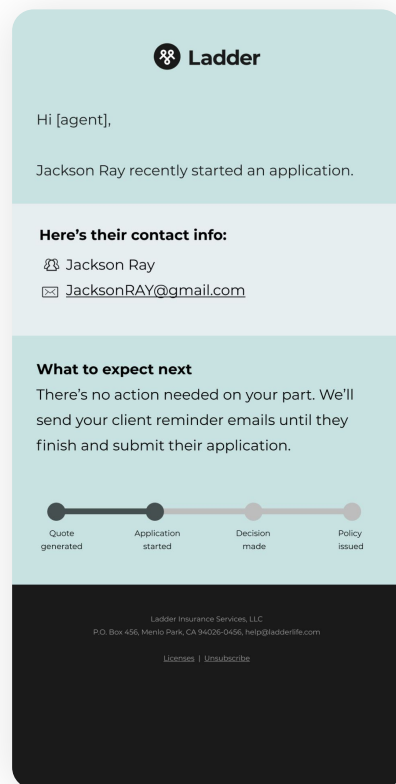


## Ladder agent experience

- Ladder sends update emails to both agents and clients for milestones in the application process.



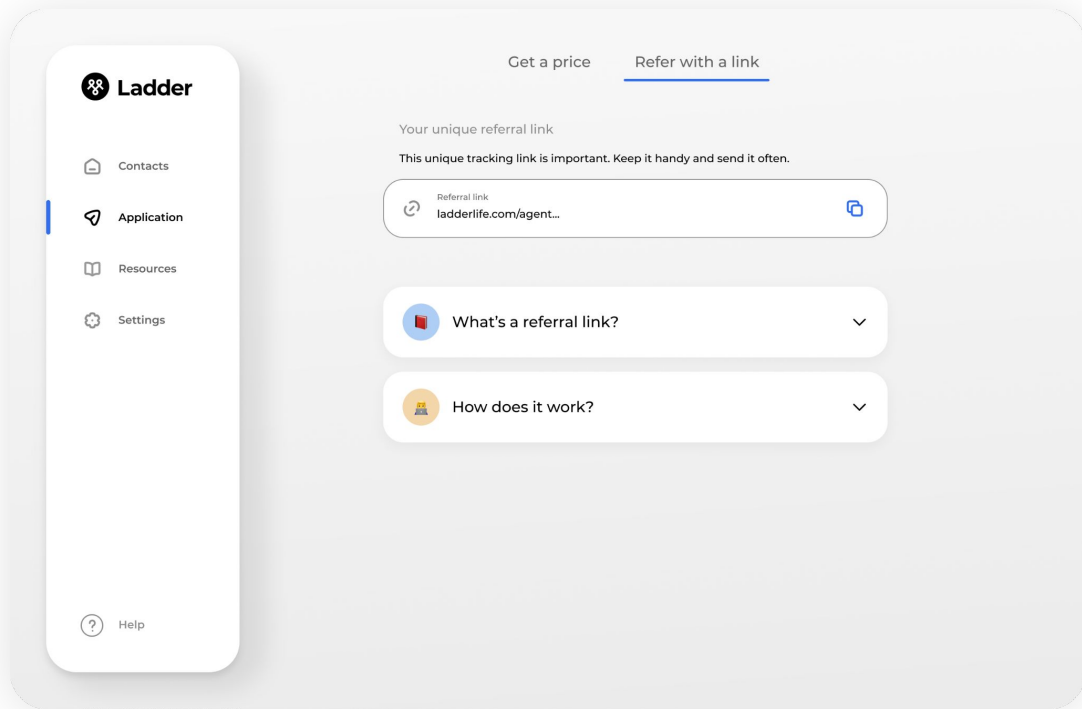
Client quote email



Agent status email

## Ladder agent experience

- Separately, agents also have the option to send their unique referral link to clients so they can complete the application on their own.



## Important Information

To comply with laws and regulations:

- No solicitation in Connecticut or New York. Client must physically be in Washington, D.C. or any state in the U.S. (except New York and Connecticut).
- Agents must be licensed in any jurisdiction in which they solicit or sell.
- Agents/staff cannot translate Ladder information into any other languages and may only advertise/market Ladder or Ladder qualified products in English.
- Agents must use only the approved materials in their original format to market or advertise this product.
  - This includes taking Ladder-created or agency-created materials and using them in a different format or medium (e.g., putting approved email content in a newsletter).
- Refer to the policy for applicable exclusions and limitations. Agents must disclose all exclusions and limitations to the client.
- Review the Compliance Manual for additional information





## Critical Illness Acceleration of Death Benefit Rider

- Rider allows for the acceleration of a portion of the death benefit payment in the event that insured has a critical illness while the rider is in force provided terms and conditions of the rider are met.
- “Covered Critical Illness” means that within the last 12 months a Physician has certified that the Insured has one or more of the following conditions: Amyotrophic Lateral Sclerosis (ALS), End Stage Renal Failure (Kidney Failure), Heart Attack, Invasive Cancer, Major Organ Failure, Stroke
- Client may only request acceleration once under this rider. The death benefit will be reduced if an accelerated death benefit payment is made. After such payment, the premium will be based on the reduced death benefit.
- Rider not available in California, Connecticut, Florida or New York
- Rider will be included for all policies where the insured has a rating classification of Standard or better.
- The current available benefit for acceleration will be an amount equal to the Requested Acceleration Amount multiplied by the Actuarial Present Value Factor. The Actuarial Present Value Factor will be based on the life expectancy of the Insured and the Accelerated Death Benefit Interest Rate, determined as of the date of the Requested Acceleration.
- This is a summary sheet and is not exhaustive of all rider details. Please refer to the full rider for more information, as well as for defined terms.

*Rider issued by S.USA Life Insurance Company (policy form ICC23P-PL00 and P-PL100, schedule page ICC24RD-IMO200 and 24RD-IMO200 SC, varies by state).*



## Terminal Illness Acceleration of Death Benefit Rider

- Rider allows for the acceleration of up to 95% of the Death Benefit payment in the event that the insured has a terminal illness while the rider is in force. (Currently available in all states except CA, CT, FL, and NY)
- “Terminal illness” or “Terminally Ill” means a medical condition certified by a licensed medical professional that is expected to result in the insured’s death within 12 months after the certification date
- The current benefit acceleration is 95% of the Death Benefit at the time the acceleration is elected. The Terminal Illness Benefit Payment equals the Requested Acceleration Amount, less the Accelerated Death Benefit Interest and any administrative charge.
- Client may only request acceleration once under this rider. The death benefit will be reduced if an accelerated death benefit payment is made. After such payment, the premium will be based on the reduced death benefit.
- Rider will be included for all policies where the insured has a rating classification of Standard or better.

*Please refer to the full rider for more information, as well as for defined terms.*

*Rider issued by S.USA Life Insurance Company (policy form ICC23P-PL00 and P-PL100, schedule page ICC24SH-IMO103 and 24SH-IMO103, varies by state).*



# Ladder demo





“

Traditional life insurance applications are slow and painful so clients would sometimes drag out the process or worse, even fail to implement my life insurance recommendations.

Ladder enables my clients to seamlessly apply and have insurance in force in minutes which enables us to focus our time and energy on other parts of their financial plan.

Daniel K.  
Financial Planner in Massachusetts



# How to get in touch

## Agents

[IMOAgentHelp@ladderlife.com](mailto:IMOAgentHelp@ladderlife.com)  
(844) 427-4900

---

## Ladder representatives

- 1 Charles Barnitz  
[charles@ladderlife.com](mailto:charles@ladderlife.com)
  - 2 Jack Heller  
[jack.heller@ladderlife.com](mailto:jack.heller@ladderlife.com)
  - 3 Rob Oxenford  
[rob@ladderlife.com](mailto:rob@ladderlife.com)
- 

## Calendly

[calendly.com/ladder-life-agents](https://calendly.com/ladder-life-agents)



1



2



3

# Q&A





# Thank you!

---

For financial professional use only. Not approved for use with the public. 250305-4296370  
Ladder Insurance Services, LLC (CA license 0K22568; AR license 3000140372) offers term life insurance policies in the District of Columbia and all states except Connecticut and New York on behalf of S.USA Life Insurance Company, Inc. (S.USA), Roanoke, VA (policy form number ICC23P-PL100 and P-PL100). S.USA is not licensed in all states and is part of Prosperity Life Group<sup>SM</sup>, a marketing name for Prosperity Group Holdings, L.P. and its subsidiaries. Insurance policy prices, coverages, features, terms, benefits, exclusions, limitations and available discounts are subject to qualifications. S.USA is solely responsible for any claims and has financial responsibility for its own products.