

## 10 STEPS FOR IMPAIRED RISK SUCCESS

- 1. Establish the need!**  
The need is more important as a result of medical history.
- 2. Explain the level of difficulty in obtaining the necessary insurance.**  
Sell the proposed on your special skills.
- 3. Do not assume that ANY medical history is unimportant.**
- 4. Get a financial commitment from the proposed insured.**
- 5. Never promise a standard or particular rate.**
- 6. Ask the proposed insured to call all the medical practitioners treating them.**  
Especially chiropractors and psychiatrists. They should explain the importance of insurance and request QUICK RESPONSES to APS requests and provide complete and objective reports.
- 7. Provide financial justification.**  
How was the amount determined? Provide financial statements (personal & business).
- 8. Provide an "Agent of Record" letter.**
- 9. Always write a detailed cover letter.**  
[CLICK HERE](#) for "How to Write a Detailed Cover Letter".
- 10. Submit the case to one agency only.**



20201 Century Blvd, Suite 470, Germantown, MD 20874  
(800) 229-9020 Local (301) 540-8484 Fax (301) 540-8787  
Email: [BSI@bsibroker.com](mailto:BSI@bsibroker.com)

## How To Write A Detailed Cover Letter

- A. Summary Of The Application**  
Client name, amount, plan, beneficiary, owner
- B. Potential Problems**  
Any underwriting problems known to the agent
- C. Attending Physicians**  
Complete names, addresses & telephone numbers of all attending physicians
- D. Need**  
Fully detail the need for insurance
- E. Amount**  
How the amount of insurance was determined and by whom
- F. Other Companies**  
Applications pending with other companies (competitive or cooperative) & the amounts...any planned replacements
- G. Financial Statements**  
Comments on the business and personal financial statements attached relating them to the amount and ability to pay
- H. Prior Underwriting Action**  
Any action by other companies on this risk in the last five years (especially any policies issued other than standard)
- I. Broker's Knowledge Of Client & Advisors**  
What the broker knows personally about the client, the depth of the relationship, how frequently the client is seen, comments on the experience and professional qualifications of the other financial advisors
- J. Underwriting Requirements**  
What underwriting requirements have been ordered on the case, which are attached to the file, who ordered them, when were they ordered and what else might be needed
- K. Examiner**  
The name and professional credentials of the examining physician, the date of the exam and all tests ordered

(If the insured was examined for more than one company, that should be explained in detail.)



20201 Century Blvd, Suite 470, Germantown, MD 20874  
(800) 229-9020 Local (301) 540-8484 Fax (301) 540-8787  
Email: [BSI@bsibroker.com](mailto:BSI@bsibroker.com)