

# It's a Perfect Fit

Five reasons to add  
Critical Illness Insurance, Cancer Insurance  
Heart Attack/Stroke Insurance to  
the products you already offer



Everyone knows someone who has been diagnosed with cancer or suffered a heart attack, stroke or some other critical illness. That's what makes the products in Mutual of Omaha's Critical Advantage<sup>SM</sup> Portfolio such a perfect fit - they're easy for you to sell because it's easy to understand the need.

## Ready to Learn More?

You'll find complete details about the products in the Critical Advantage Portfolio on Sales Professional Access at [mutualofomaha.com/broker](http://mutualofomaha.com/broker).

## With Mutual of Omaha, you get:



### An Experienced Partner

You can be confident knowing you're offering your clients products from a well-known, trusted brand.

- A long history of protecting customers' financial futures with high-quality insurance products
- A+ Superior rating from A.M. Best Company
- Diversified product portfolio
- Expertise offering Critical Illness coverage since 1999



### Popular Plans

Our Critical Advantage Portfolio includes three products your clients need: Critical Illness insurance, Cancer insurance & Heart Attack/Stroke insurance.

- Benefits are paid directly to the insured
- Express underwriting with knock-out questions
- Just three questions for Cancer coverage
- Cross-sell opportunities with disability, Medicare supplement and long-term care insurance



### Technology for Ease of Doing Business

Mutual of Omaha continually improves technology to make it easy to quote, submit and issue your applications.

- Mobile quote app allows you to provide rates on the go
- Streamlined e-App issues in hours to days
- Electronic signature and auto submit options are available on the e-App



### Added Benefits for You and Your Clients

You get direct access to underwriters and no interest on advancing. Your clients enjoy:

- No policy fees
- Rates based on current age
- Built-in return of premium on Critical Illness insurance
- No reduction of benefits at any age
- Conversion option for children



### Top-Notch Compensation and Incentives

Not only do you receive competitive compensation, you also have the opportunity to earn these extra perks:

- Annual Mutual Sales Leaders incentive trip
- Lifetime renewals

