

## Revised Agent Submission #1



# Why Ladder?

Reimagining the life insurance experience



- ✓ Seamless online application in about 5 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” 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 2,731 reviews!

Still shopping for life insurance? Or realizing you may need more with the way prices are rising? 📈

💡 Ladder, offers up to \$3 Million in coverage —

- ✓ NO medical exam
- ✓ Approval in under 5 minutes, if you qualify
- ✓ Adjust your coverage as life changes
- ✓ Perfect for mortgage protection as well as your mortgage goes down over time, you can decrease your coverage and pay less unlike traditional policies that have your rate locked in for 30 years. YES, you read that right, you can instantly decrease or apply to increase your coverage on your own as your needs change.

Get protected right from home — fast, private, and affordable.

Life insurance typically gets more expensive as you age. So, there's no better time than now to apply.

👉 Click below to see your custom rate and potentially start your coverage today.

(INSERT REFERRAL LINK)

250328-4360328

For more information, please go to [LadderLife.com](https://LadderLife.com)

## Revised Agent Submission #2



Still shopping for life insurance? Or realizing you may need more with the way prices are rising? 🏠

- 🔥 Ladder, offers up to \$3 Million in coverage
- ✅ NO medical exam, just answer some health questions
- ✅ Approval in under 5 minutes, if you qualify
- ✅ Adjust your coverage as life changes
- ✅ Perfect for mortgage protection as well as your mortgage goes down over time, you can decrease your coverage and pay less unlike traditional policies that have your rate locked in for 30 years. YES, you read that right, you can instantly decrease or apply to increase your coverage on your own as your needs change.

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