

# iPad Promotion

Submit \$25,000 in target premium using the iGO e-App with a minimum of 5 cases between now and December 31, 2014 and receive an iPad2\*.



## iGO e-App

iGO e-App®, an intelligent fillable form, enables career and independent producers to improve efficiency and productivity by eliminating errors and producing 100% in Good Order submissions. Hosted by iPipeline, iGO e-App® is accessible through a single sign-on via MRW's website. When used with e-Signature and e-Submission, producers execute straight-through processing to speed policy issuance.

### Features:

- ❖ Indicates to producers those fields required for applications to be received "in good order"
- ❖ Smart, "reflexive" tool recognizes and auto-loads all required forms based on applicant responses
- ❖ XML standards allow for easy data mapping and exchange
- ❖ Ensures all collected information is entered correctly, accurately and securely
- ❖ iPipeline's solution is flexible. The required forms are completed using an easy-to-follow wizard
- ❖ Producer/broker can securely e-mail a partially completed or blank application to the end-user

### Benefits:

- ❖ Eliminates NiGO (Not in Good Order) applications for 100% iGOs (in Good Order applications)
- ❖ Simplified and accelerated processing
- ❖ Reduces cycle time and increases placement ratio
- ❖ LifePipe (Term Quote) users can now auto-populate iGO e-App
- ❖ Standardized, rule-based platform ensures that the proper applications and forms are used.

\*Certain rules and restrictions apply. See [www.mrwfinancial.com](http://www.mrwfinancial.com) for details.



The brokerage company you do  
business with makes a difference.