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| **Express Applications - Introduce to a Broker/Prospect** |
| Dear [Broker],   Recently BenefitMall partnered with PlanSource to offer you and your employer groups Express Applications – an online application system. I think you and your groups would benefit greatly from this new system.  With Express Applications, the enrollment and underwriting process is made easier for both you and your employer groups. Employees can fill out one health questionnaire for themselves and their dependents, making this online tool an incredible time-saver.  I'd like to take the opportunity to explain this great resource in more detail.   For more information, please don't hesitate to contact me.   Thanks,   [Broker Sales Executive] |

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| **Express Applications - General Follow Up** |
| Dear [Broker],   Thanks again for your time on the phone earlier today. As we discussed, BenefitMall uses Express Applications, a system that simplifies the underwriting and enrollment process for you and your employer groups.  With Express Applications, employees fill out one health questionnaire for themselves and any dependents. The system also has the ability to pre-populate forms with all employee contact information. This online tool is an incredible time-saver for employees.  I look forward to speaking with you again soon. For more information, please don't hesitate to contact me.   Thanks,   [Broker Sales Executive] |