One definition of the word promise is to set a plan for an expectation of success, improvement or excellence. Successful insurance professionals always have a plan. But, with such a dynamic industry of evolving financial products, rates and rules – high level professionals know the importance of utilizing a team with diverse financial expertise to build a winning plan and execute it daily.

InsurMark

Delivering Promises

InsurMark delivers the tools and support you need to succeed in meeting the promises to those you serve.

InsurMark has grown into a well established national insurance marketing organization with representation in all 50 states. The company follows the passionate enthusiasm and leadership of Founder and CEO Steve Kerns and President Carolyn Luby.

Assistance & Solutions that Guarantee Success

Accessibility and commitment to service are trademarks of the expert staff at InsurMark. Specialization in the wholesale distribution of fixed annuities, life insurance, and long term care insurance allows us to offer expert service. Our focus and deepest desire is to help you grow and succeed in your business.

A talented staff of Personal Annuity and Life Sales Consultants as well as Sales Support Specialists diligently and carefully select resources that help you get new appointments and find the right solutions to close more sales. You will quickly see that everyone is dedicated to serving independent insurance professionals who are working to grow new and profitable businesses through strong and supportive relationships.

Since our industry is one of product, comparison and service, our InsurMark Personal Annuity Consultant Team (IMPACT) strives to **outpace the competition** by providing an outstanding high-growth environment characterized by consistent service and added value that is second to none.

Whether it is reviewing applications before submission or following up on pending cases, you have our promise that we will do everything we can to get you paid as quickly as possible. We take care of the details so you can focus on selling.

To support your sales and marketing efforts, InsurMark also provides:

- **Training** to educate and differentiate.
- **Software** to personalize solutions.
- **Incentives** to reward and grow.
- **Seminar marketing** and client presentations that simplify complex ideas.

History

In 1983, founders Steve and Becky Kerns were inspired to form a company called InsurMark that has become well known in the insurance industry for its integrity and dedication to service. Since the beginning, strong corporate values prompted InsurMark to pioneer the personal annuity consultant concept, which has become an exemplary model for the industry.

A Solid Foundation Proven by the Test of Time

Others try to replicate the foundation we created over 25 years ago – but no one has yet to compare. Our history of industry leadership is a testament to the company's culture of stability and longevity. Our framework creates success for insurance professionals and includes: unprecedented business growth and increases to our agents' bottom lines.

Philosophy

Servant leadership is central to the InsurMark philosophy. Compatible philosophies and attitudes form a strong foundation for lasting relationships. Our primary **focus** is on our producers who we sincerely view as partners. We want them to be proud of their association with our corporate family.

InsurMark
Delivering Promises

800-752-0207
www.insurmark.net

Tools to Grow Your Business

Part of Our Value Added Service

Offering Only Top-Rated Companies

While other marketing organizations struggle to keep the best companies in their portfolio, we still offer the very best with the most sought-after products. You can always count on having the products that reward you and meet your clients' needs.

Through the years, InsurMark has continued to work with successful insurance professionals promoting the industry's leading and most competitive products. InsurMark's strength is based on its ability to attract elite producers by offering the highest level of training and commitment to helping agents succeed.

Software

Retirement Roadmap: Retirement is a journey. Integrate this tool into your sales strategy to offer a different approach to retirement income by creating the client's "retirement paycheck."

IRA Maximizer Software: Show your clients how to maximize the income that IRA assets can produce over several generations.

Calculators: Get the facts and figures right every time with these customized calculators.

Net Worth Calculator • Tax Calculator • IRA Calculator
Roth Calculator • Laddering Calculator • Hypothetical Calculator
Fixed Index Product Calculator

Incentives

BizBucks™: As other organizations are cutting back on training and marketing programs, InsurMark's new and improved BizBucks program can be used just like cash for an even wider variety of marketing and advertising programs to grow your business.

Referral Bonus: Referring a NEW agent could mean up to a total of $5,000 in your pocket and $1,000 from your referral's 1st case.

National Ethics Bureau Membership: Integrity is the cornerstone of InsurMark's entire organization. That's why we can provide you with NEB membership. It's another way you can set yourself apart from the competition.

E&O Coverage for Less: Another way InsurMark increases your bottom line! You are eligible to save up to 50% on E&O coverage through our partnership with the NEB.

High-Level Training

15-Minute Spotlight: 15-minute online events on hot products and topics of our industry.

Seminar Selling Training: Learn professional strategies from a Wall Street Insider that work every time. This first come, first serve EXCLUSIVE EVENT could literally change your business and your life.

Tools to Grow Your Business

- Software
- Incentives
- High-Level Training
- Seminars
- Client Presentations

InsurMark makes it easy for us . . . There is never anything to worry about when you work with InsurMark, because everything they do is superior to anything else out there.

Richard H. – California

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Given the tumultuous environment that currently exists for independent producers, it is more important than ever to partner with an independent marketing organization that truly has the best interest of the producer as their focus. The commitment, dedication and effort that Steve, Carolyn, and everyone at InsurMark have displayed ensures that their producer partners continue to have the appropriate product solutions available and is a testament to that focus.

Mark Heitz
President, Sales and Distribution
Aviva USA

The BizBucks™ program is a great resource and the training programs are super. InsurMark offers the freedom, loyalty and service I need to grow my business.

Todd V. – Louisiana

It's the people I work with at InsurMark, including my personal annuity consultant, that help me get through anything.

John G. – Oklahoma

IRA Institute: IRA training that shows you how to increase your average case size to well over $250,000 along with unique, powerful tools to help clients.

Producer Forum: While we offer many value added services and distance learning opportunities, nothing beats the ability to spend time with our team and a face-to-face experience.

Seminars & Client Presentations

Risk Free Seminar Marketing: Our results-based marketing program is proving to be the most productive and cost effective way to prospect for new clients in a volatile economy. Available exclusively from InsurMark, the program utilized field-tested and results proven IRA and Income Planning seminar presentations combined with guaranteed reservations. Providing you a higher return on the hard earned dollars you invest towards your success.

ClientCreator: Grow faster by working smarter with this targeted tool to add 20 to 30 fresh new prospects to your book of business each month.

- **Pre-Set Appointments**
- **Direct Mail**
- **Seminar Marketing**

Forefield Advisor: Deliver high-quality advice during every client contact with this powerful client interaction and presentation solution.

9 IRA Mistakes: Customizable client presentation shows 9 IRA mistakes that could derail most retirement dreams.

Creating a Retirement Roadmap: Take a different approach to retirement income with this client presentation that comes with our Retirement Roadmap software to help communicate the challenges in creating retirement income and the effect of market volatility when taking income.

Tax or No Tax: Customizable client presentation that shows how to protect a family from probate, reducing taxation of social security benefits, increase savings growth, and how to benefit from the new IRA Rules.

CD Owner Questionnaire: Simple, clear questions that provide important facts you need while determining the fit for your client.

You get this and so much more when you contract through InsurMark. Talk to a Personal Annuity Consultant today to learn more.

Even before the sales process begins, InsurMark is ready and waiting to assist all of your needs. Please call us with any questions. We look forward to hearing from you.

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