



# Orange County Brokerage

## Insurance Services, Inc.

**Week of 08/04/2017**

New items for this week in **RED**

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### **AIG**

Check out our new, market-leading premium rates on face amounts of \$500,000 and above plus other great news. The higher bands on Select-a-Term just got more competitive nationwide and in New York! [Select A term](#)

### **Take Us With You - Retire Stronger Site Optimized for Any Device**

Same great content with an updated look and a responsive design that adapts to any size, no matter the device. As always - no user ID or password is required. All you need is an internet connection. Go to [RetireStronger.com](#) for updated Infographics—customize compelling facts for conversation starters, campaign in a Box Materials—deploy grab and go promotional programs immediately, and more.

[Income Annuities will Decrease July 24th](#)

### **Banner/L&G**

#### **Advance Notice on Web Quoting**

You've been asking for it and it's almost here - quoting via the web without needing to download software! We've estimated that it will be available in August. [Learn more.](#)

Use this [flyer](#) (LAA 2248) at your next broker meeting to kick off discussions about prospecting for A-LIST Term sales and identifying producers who are already in the right market to branch into A-LIST Term presentations. Don't forget: A-LIST Term begins as a "census" sale. Securing a census provides enough information to make a presentation.

### **Global Atlantic**

#### **Lifetime Foundation vs The Competition (repeat entry)**

Lifetime Foundation can illustrate one of the most competitive premiums on the market today while offering a new approach to lifetime guarantees. Download the [attached marketing piece](#) to see how our premiums and targets stack up to our competitors.

### **Lincoln**

Older parents and grandparents can help satisfy an important planning need for their children and grandchildren, while leaving a lasting legacy. Look in your book for clients who may be gifting annually to their children or have contributed to a 529 for a grandchild. [Here's an example](#) of how annual gifting can help fund LTC protection for the next generation and beyond.

### **John Hancock**

John Hancock Vitality members love that they can order an Apple Watch Series 2 for as little as \$25 by exercising regularly. But did you know that it's also a great conversation starter, lead generator, and relationship builder for you? Watch this [short video](#) to learn more about this great benefit.

### **Minnesota**

#### **\$99 per Month Can Protect a Lifetime of Dreams**

Just \$99 per month can leave a lasting financial legacy for children and grandchildren. By purchasing a permanent life insurance policy, parents and grandparents can protect a lifetime of dreams at a minimal cost, while locking in insurability. All it takes is \$99 per month. [Learn more.](#)

### **National Life Group**

If you already have the app, the FlexLife II Quick Quote capability will be automatically available. If not, **getting and using it is simple:** [Apple IOS](#) [Google Play](#)

### **Nationwide**

**Weekly Economic Review and Outlook** Monetary policy decisions were plentiful last week as the European Central Bank (ECB) and the Bank of Japan (BoJ) held policy meetings. While the tenor from global central banks is gradually shifting toward less accommodative, there has been more talk than action so far. Both the ECB and BoJ left their benchmark rates and asset purchase programs unchanged in July. [Read more](#) in this week's report.

### **North American**

#### **Give your clients something to talk about**

Share the [new white paper on the "Sandwich" generations](#), and help your clients have the sometimes difficult but necessary conversations about their finances that they could be avoiding.

## High Impact Marketing white papers offer ideas to help grow your business

Looking for new ideas for your business in the new environment? Our series of High Impact Marketing white papers can help:

- [Standing out in a digital marketplace](#)
- [Marketing to beneficiaries and future business owners](#)
- [Optimizing the initial client meeting](#)
- [How to convert satisfied clients into raving fans](#)

### Introducing: Legacy Optimizer

North American is pleased to announce the addition of a new Indexed Universal Life insurance product to our competitive portfolio effective August 1, 2017.

- [Download the bulletin](#) to learn more about product highlights, marketing materials, product details, webinar dates, and more!

### Prudential

#### Buy-Sell Marketing eKit (repeat entry)

The [Buy-Sell Marketing eKit](#) provides educational and marketing resources to help you understand how life insurance fits into the various business planning needs of your clients.

Our new report gives strategies, ideas, and insights that can help you tap into the increasingly diverse multicultural market and position your business for long-term growth. [Read More](#)

#### Closing the Retirement Income Gender Gap

Prudential's newest report provides insights that can help employers improve the retirement security of all their employees, while also achieving better business outcomes. [Access the Full Report](#)

### Protective

Interest rates may be on the upswing, but that's not necessarily good news for your retirement savings. Those bonds you might call your "safe assets" are actually losing value as interest rates move up. [Learn more.](#)

### SBLI

For \$1M and Over Cases, We Offer Your Agents Extraordinary Competitiveness

For cases \$1,000,000 and over for 20 and 30 year terms, we're in the top 3, 93%<sup>1</sup> of the time, and #1, 57%<sup>1</sup> of the time!

Now, your agents can use our competitive prices to connect with prospects, across all ages, and target the 20 and 30 year markets. [Click here](#) and find out how we'll earn your agents' loyalty when they throw us their next large case!

### United Farm Family

Introducing a new SmartSelling brochure - Term For Mortgage Protection! This agent-only selling aid provides statistics about the mortgage industry and highlights the benefits of having term life insurance to cover an outstanding mortgage. In addition, there's information about the products in our term portfolio, the guarantees available, and the term sales tools available to use with your clients!

Click here to [download](#) now! Product availability varies by state and issue age.

### United of Omaha

These are just two of the many reasons Cassandra Watson chooses Mutual of Omaha for her LTCi clients. Learn why this second-generation long-term care specialist never hesitates to recommend Mutual of Omaha to her clients and why she can always count on our LTCi products to fit their needs.

[Watch Video](#)

#### New Term Life Answers eApp

Our Term Life Answers eApplication will be updated on July 22, 2017. Please submit all applications (including all signatures) by July 21, 2017.

A new Term Life Answers eApplication will be available on July 22, 2017 for all states, except California. To avoid delays in policy issue, please submit all your applications (including all signatures) by July 21, 2017.

In California the full eApp must be submitted (including all signatures) by July 21, 2017. On July 22, 2017 only the Speed eTicket (drop ticket) process will be available in California. The new full TLA application is pending state approval.

#### An Opportunity for an Upsell on Term Life Answers

With our new Upsell Program, we offer clients an opportunity to increase their coverage after their term policy has been approved.

#### How Will Your Clients' Retirement Expenses Get Paid?

Learn about a planning strategy that gives your clients additional options to consider - even if their retirement savings runs out.

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