



Experience the  
**Advantage**  
of a **True**  
**Business Partner**

Partners  
Advantage  
Insurance  
Services

Life

Annuity

Health

**PARTNERS**  
**ADVANTAGE**  
INSURANCE SERVICES

# OUR EXPERTISE

As an insurance agent and financial solutions provider, you deserve a marketing organization that not only provides great products and service but a true partnership dedicated to your success. Partners Advantage has the formula you need:

- Marketing systems – To help you find more qualified clients
- Sales systems – Proven systems you can use in the field and unparalleled training so you can skillfully convey the information to your clients; combined with marketing and support materials that help you make the sale
- Practice Management & Coaching – Real expertise to help you take your business to the next level
- Recognition & Rewards – When you are among the best in the industry, we believe it's important to recognize and celebrate that success!

# OUR ROLE

Partners Advantage is the bridge that connects the vast array of carrier programs and products to the customized solutions your clients deserve and expect.

# SERVICE & INCENTIVES

Partners Advantage is a **one-stop shop** for insurance professionals, financial advisors and registered representatives. We bring together all the tools you need combined with great service from 80 associates that are dedicated to helping you grow your business.

- Ask how you can qualify for our **Vegas Extravaganza Agent Symposium and Business Meeting** with representatives from dozens of top carriers, sessions with sales ideas and training on the hottest products.
- Our experienced, **in-house underwriter** will give you an advantage by providing underwriting tips, training and assistance submitting cases to obtain the best offer.
- **Partners Advantage Annuity Club** – Earn up to \$50,000 or more in Annuity Club Credits to pay for some or all of your marketing expenses. You'll enjoy the rich rewards you can earn for your annuity production with Partners Advantage.
- Online **discount for E&O** insurance.
- Exciting **annual incentive trip to beautiful destinations** around the world to celebrate your success.
- The **clout** to bring you the nation's top carriers, products and compensation.
- The **Partners Circle Rewards Program** will recognize and reward you for all of life and annuity business with Partners Advantage. The Partners Circle is a place where you'll feel valued, recognized, and appreciated.
- **Broker-Dealer** to assist registered representatives.

# TECHNOLOGY TO MANAGE YOUR BUSINESS MORE EFFICIENTLY

It's hard to find technology resources in our industry like those offered by Partners Advantage. The tools and information we provide online will help you manage your business more efficiently and stay on the cutting edge.

- Our agent website gives you **24/7 online access** to forms, quotes, rates, product information and comparisons, online quick apps, sales tools and a wide array of resources to better manage your business.
- **Case Status available 24/7** on our agent website with real time updates of case management comments.
- **Monthly e-newsletter** with product information, industry updates and sales ideas.
- **Online Contracting** – fast, efficient and free.

# EXCLUSIVE BUSINESS BUILDING PROGRAMS, SOFTWARE AND SALES SYSTEMS

Partners Advantage can offer you exclusive tools and programs to grow your business, generate leads and sell more.

- **Simple Solutions® Systematic Sales Process** is exclusive sales training system from Partners Advantage. Learn our 8-step process that leads to more sales and receive training and coaching from a multi-million dollar producer. Learn how to build referrals, observe a live seminar and access sales scripts, workbooks and more.
- **Wealth & Income Planner** is another effective sales system and software program we provide you to cultivate and close more sales from current clients and get in front of more prospects.
- Our **SAGE College Funding program** will dramatically increase your life insurance sales and commissions. We'll teach you how to expand your book of business with college funding solutions.
- Utilize our consumer sales tool on **Plugging the Retirement Income Gap** to help your clients understand the valuable role fixed indexed annuities can play in their retirement savings and retirement income plan.
- **Never Prospect Again** – we'll show you how to attract more qualified clients through the Society for Financial Awareness (SOFA).

## EXTENSIVE TRAINING PROGRAMS

Partners Advantage continually provides you with cutting-edge sales training to help you grow your business and better serve your clients. A sampling of our training program includes:

- SAGE college funding training
- Carrier training programs
- Society for Financial Awareness training
- AiM Policy Review & Analysis program
- Tax-Free Retirement program
- MyTrainingPartners.com – live, online annuity sales training
- Annuity Power Hour
- Using Medicare Supplements to attract cost-effective annuity leads
- Cross-selling and bridging
- Advanced markets training

## OUR TEAM

An agent has many options of where to place their business. Our team is trained to give you every alternative to find what works best.

Partners Advantage believes in:

- **Personal Relationships** – being connected to our agents is crucial to their success
- **Simplification** – we streamline all our programs and training so it works for you
- **Dedication** – ensuring your presentation to your client is the best it can be
- **Independence** – we are not owned by a carrier, we are proud to always present the right solution

## OUR COMMITMENT

**Everything at Partners Advantage begins and ends with our producers' best interests in mind – building loyalty and profitable customer relationships.**

# ADVANCED MARKETS

Get involved in this exciting marketplace NOW with a partner that will guide you and your clients through sales concepts designed to meet the planning needs of these sophisticated target markets. Our team of professionals can assist you with:

- Wealth Transfer/Estate Planning
- Premium Financing
- Executive Benefits
- Retirement Planning
- Business Planning

# MAKE EFFECTIVE PARTNERSHIPS

We recognize the need to continually grow and expand our expertise for our valued distribution network. Partners Advantage has initiated many key partnerships and successfully integrated a number of mergers or acquisitions in recent years. We are always searching for top notch talent and looking for the next great addition to our firm.

We have offices across the country with a dedicated team of professionals who value relationships and will simply work harder for you and your business.

# WHY SHOULD YOU DO BUSINESS WITH PARTNERS ADVANTAGE?

Partners Advantage offers you the expertise you need to really take your practice to the next level. Although we offer the top products and compensation in the industry, we know agents can find products and comp anywhere. What you need is a marketing partner focused on helping you build your business and your expertise. Partners Advantage has invested significant resources into training, coaching, marketing and sales systems to enable you to do just that. Many of our systems are exclusive to Partners Advantage and you won't find them anywhere else.

At Partners Advantage you'll find a seasoned staff that helps you bring exactly what you need to the table to meet your clients' needs. All these things come together to help you see a real difference in your business.

**Contact Us Today!**

**888-251-5525 - [www.partnersadvantage.com](http://www.partnersadvantage.com)**

# REPRESENT THE BEST

With distribution contracts for over 50 major Life Insurance companies in the U.S., Partners Advantage specializes in the development of products and new proprietary insurance based programs. We provide agents a cutting edge advantage in the marketplace.

A sampling of our carrier relationships include:

Allianz  
American Equity  
American General  
American National (ANICO)  
Americo  
Aviva USA  
AXA  
EquiTrust  
Fidelity & Guaranty Life  
Fidelity Life  
Foresters  
Fort Dearborn  
Genworth  
Great American  
ING  
John Hancock  
Life of the Southwest (LSW)  
Lincoln Benefit Life  
Lincoln Financial  
North American  
Principal  
Protective  
Prudential  
Transamerica  
United of Omaha