



Brokers Life
MARKETING GROUP, LLCSM

Lake Panorama 1200 E. Main St. P.O.Box 160 Panora, IA 50216 www.BrokersLifeGroup.com 866.528.7933

Life Made EasierSM Producer sign up

Program Details

Life Made EasierSM is program developed by Brokers Life Marketing Group, LLCSM (“BLMG”) to allow your clients/prospects to inquire about life insurance coverage, on an informal basis. Once your client or prospect submits an informal inquiry, BLMG will initiate the exam process, provide exam and cover sheet to carriers for a tentative u/w offer, subject to formal application and any outstanding requirements.

- 3 ways to submit informal inquiry:
 - o Direct email campaign
 - o Desktop
 - o Banner ad on webpage

Commissions

Participating producers agree to a special commission rate (ul 70) for business written through the Life Made EasierSM program.

Implementation

- Producer signs up for Life Made EasierSM
- BLMG will provide HTML code for custom landing page (if adding to your personal website)
- Producer will provide link to the newly added page if added to producer’s personal website, once landing page has been added
- Producer will provide list of clients’ email addresses, broken down by age demographic (if possible) and list must include client’s first name and email address. Email blast will be provided to producer for prior approval and producer will be copied in on any client lead generated.
- Producer can begin using webpage or desktop version to submit informal inquiry.
- Producer must remain in good standing with BLMG, insurance carrier and state of licensure.
- Producer may be terminated from program with or without cause and is subject to all requirements of producer appointment documentation of carrier.
- Producer is responsible for obtaining all necessary compliance approval (including but not limited to State, Carrier, Broker-Dealer (if applicable)).

I AGREE TO ALL OF THE ABOVE INCLUDING IMPLEMENTATION MATTERS.

Name (print)

Phone

Name (signature)

Date

For producer use only. BLMG reserves the right to modify or terminate Life Made EasierSM program at any time.

PLEASE COMPLETE AND FAX BACK TO: (641) 755-2138

OR

EMAIL TO: LME@BrokersLifeGroup.com



Customization Request

Generic Information

Name: _____

Agency Name: _____

State: _____ Phone #: _____

E-mail address to forward client responses: _____

Are you securities registered?: Yes No If yes, Broker/Dealer Name?: _____

Please check which package you would like:

#1 Desktop Package

Package includes:

- Customized Landing Page
- Desktop Icon

#2 Website Package

Package includes:

- Customized Landing Page
- Desktop Icon
- Website iFrame code
- Website Banner

#3 Email Package*

Package includes:

- Customized Landing Page
- Desktop Icon
- Website iFrame code
- Website Banner
- Customized Email Blast

*Email Participation - Please complete if #3 Email Package was chosen

Preferred title on email: Insurance Professional CPA Accountant

Target email demographic: Under 60 Over 60 Both

Please choose one of the following: Please send me the customized HTML, I will be sending out the email.
 I will provide client email address for you to send on my behalf.

Please fax completed form to 641.755.2138
or email LME@BrokersLifeGroup.com.

