



Dear Agency Member,

## **NAILBA / InsMark**

NAILBA has successfully negotiated a deal with InsMark, Inc. to promote and market InsMark's Agency Platinum Power Producer Platform to all of its Member Agencies across the United States at severely discounted fees.

For over 30 years, InsMark has focused on helping both consumers and financial service professionals identify, understand, and capitalize on planning opportunities that exist or arise due to market conditions or tax law (with special emphasis on cash value life insurance products and their role in the overall financial services industry). Using creativity, innovation, and real-world expertise in designing products and services, InsMark generates easy-to-understand solutions to complex financial issues. These solutions cover all areas of advanced sales including comparisons between cash value life insurance and other financial products to comprehensive retirement, estate, and charitable planning.

Specifically, the InsMark Illustration System and the Wealthy and Wise System continue to be two of the most widely used supplemental presentation systems in the life insurance industry today. Based on feedback from our users, these two software products alone can double or triple life insurance commission income for your agency and your advisors.

### **The Agency Platinum Power Producer Platform includes the following presentation systems:**

- The **InsMark Illustration System** (Most widely used Sales and Marketing Presentation System in the Industry for 30 plus years bar none)
- **Wealthy and Wise** (Industry's #1 Retirement, Estate, and Charitable Planning System)
- **Premium Financing System** (Fast becoming the "go to" system for Premium Finance calculation and presentation)
- **Leveraged Compensation System** (Unique executive benefits programs using cash value life insurance – ideal post Trump Tax Reform – and a great alternative to COLI and traditional deferred compensation. Most carriers don't have these advance sales tools available for their producers)
- **Loan-Based Split Dollar System** (Corporate and Private)
- **Cloud-Based Documents on A Disk** (1,500 specimen documents organized in 233 document sets including 68 Flow Charts)
- Access to the bi-monthly **Robert B. Ritter, Jr. Blog** (concept sales ideas and sales presentations featuring all the InsMark tools in the Platinum Package plus training)
- Access to **InsMark's Advanced Consulting Group** plus 50% Discount to attend InsMark's highly acclaimed **Symposium**

### **The NAILBA Offer**

- InsMark will **waive the \$12,500 Agency Platinum Power Producer Platform upfront fee** and **reduce the monthly fee from \$1,200 to just \$600 for each Member Agency.**
- The offer allows your member agency to provide **unlimited presentation runs** from each of the six presentation systems to your contracted advisors to assist in closing cases.
- The relationship will be direct with InsMark and your agency. InsMark will provide the software, all updates/enhancements, direct technical support, and collection of monthly fees.

## Training

InsMark will be hosting a webinar on January 30, 2019, at 1:00 PM (Eastern) to discuss the details of the NAILBA offer. [Click here](#) to register.

If you have questions prior to the webinar, call 1-888-InsMark (467-6275) to speak with Julie Nayeri, InsMark Sales Manager.

We are confident that the InsMark Agency Power Producer Platinum package will be a major value to your business in terms of presentation and commissions.

Sincerely,

David A. Grant  
Senior Vice President - Sales  
InsMark, Inc.  
2400 Camino Ramon, Suite 150  
San Ramon, CA 94583  
(925) 543-0500