

GOLDEN RULE

Underwriters Marketing Service wants you to remember the Golden Rule of Advertising: The client needs to know what they are buying and who they are buying it from. The consumer should be aware up-front they are meeting with an Insurance Agent and will likely be solicited for insurance products.

Here are some tips to help you. They may be obvious, but intentionally or not, some producers fall into these traps and have to pay a hefty price. Be proactive so you can put your best business practices out there and gain success!

- Avoid a bait and switch scenario - The recipient should know (up-front) they are receiving material from an insurance agent. They should not be led to believe they would be receiving advice from a Medicare, Social Security Administration or other representative or that the material is produced, approved or endorsed, etc. by any governmental office. At minimum, a statement about insurance products should be worked into the body copy, not as part of a disclosure (and in Power Point format, on the slide- not just in speaker notes).
- Numerous State Insurance Departments require that advertisements using the terms "seminar," "class," "informational meeting," "workshop" or substantially equivalent terms to characterize the purpose of a public gathering or event where insurance products will be offered for sale must include the words "and annuity or insurance sales presentation" immediately following those terms in the same type size and font as those terms. Thus, if the presenter at the event is going to discuss a specific insurance/annuity product or offer the attendees the opportunity to purchase any insurance product (i.e., life, annuities) then the "and insurance sales presentation" text must be added to the piece. This language must also be included in the piece even if the event is simply to stimulate interest in insurance in general (i.e. social security seminars) and an attendee will need to have a separate meeting with the agent where a specific insurance product will be discussed and/or offered for sale.