UNDERWRITERS MARKETING SERVICE

*Always there for you.*

CHEERS TO 40 YEARS ums EST. 1984

# Top 10 Reasons

## Why Advisors Prefer UMS

**1. Easy Access to Proven Annuity and IUL Sales & Marketing Systems.**
Attract new prospects and close more business with our easy-to-use Retirement Readiness Annuity System, the IUL Advantage Toolkit, Social Security Strategies platform and others. These signature, customized marketing systems feature all the tools you need to sell in one place.

**2. Industry's #1 Concierge Case Design and Sales Support.**
You don't have time to do everything – and do it right every time. Our experienced, friendly and knowledgeable case concierges help you design and close the case, from start to finish. Our team of marketers understand the market, products, options, and the unique needs of your clients.

**3. CE Meetings and Educational Workshops.**
Meet your mandatory CE requirements through UMS Forum, our in-house CE school. Our regular informative workshops are led by dynamic speakers. Walk away with the information you need while quickly learning and implementing sales strategies you can use in the field.

**4. The Most Comprehensive and Top-Rated Product Portfolio.**
From annuities, to life to LTC Insurance and more, we offer the broadest array of the most relevant product solutions available from more than 50 of the industry's top carriers -- enabling producers the freedom and flexibility their clients' need in today's ever-changing economic environment. We keep you up-to-date on the most current and innovative product solutions.

**5. Competitive Rewards and Value-Added Marketing Programs.**
You work hard and deserve to be rewarded for your efforts. UMS offers competitive compensation, incentives and value-added marketing support, resources and tools. One conversation with UMS can open new doors to more marketplaces through high-impact sales strategies and customized prospecting resources.

6. **Agent Sales and Product Training.**
In addition to our popular CE meetings on various relevant topics, we bring together top advisors, industry experts, and our internal sales leaders who bring their unmatched level of expertise and ideas on how to close new sales to any and every training session. At UMS Day, every agent and advisor has a chance to see how UMS works and to add to their expertise with additional training.

7. **Family-like Atmosphere and Level of Service.**
As a preferred *go-to* IMO for today's producers, UMS is known for its expertise delivered in a family-like service atmosphere. From pre-sales, to illustrations and case design, to case management, to underwriting and POS, UMS holds your hand throughout the entire process of getting your case off the ground and in force.

8. **Easy-Access Web Site Resources.**
Increase your sales armed with the information you need to succeed in the field, 24/7. Appointed agents get access to a vast array of carrier, product and marketing information at their fingertips at www.callums.com.

9. **Strategic Broker-Dealer Partnerships.** Through our strategic alliances with broker-dealers that are index annuity-, life- and LTC-friendly, UMS can help you get started on the path to protecting your future, and serving your clients with full disclosure about the products, market, and other aspects of the ever-increasingly complex selling environment today.

10. **100% Trust in UMS' 40 Years of Experience and Service.** From humble beginnings to a pioneer of the early days of distribution, UMS brings the power of 40 years of experience to the sales and back-office needs of each and every producer. Trust in UMS - we've always been there for you, as we are today.

## UMS is proud to partner with our affiliated associations:

FACC

Society of FSP™ Financial Service Professionals

NAFA® NATIONAL ASSOCIATION FOR FIXED ANNUITIES *Educate. Advocate. Integrate.*

National Association of Benefits and Insurance Professionals NABIP Shaping the *future* of healthcare

NAIFA®

PROTECTING THE CONSUMER'S FUTURE NAHU National Association of Health Underwriters AMERICA'S BENEFITS SPECIALISTS

NBA NATIONAL BROKERAGE AGENCIES, INC.