BROKERAGE
STRENGTH THROUGH PARTNERSHIP

IP Brokerage is a full service insurance brokerage providing risk management solutions as well as marketing and administrative support to insurance producers and financial professionals. We offer a complete line of the industry's most competitive life insurance, long term care, annuity and disability products.

BROKERAGE UPDATE: AUGUST 2015

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SPOTLIGHT ON: PRUDENTIAL

What Can Prudential Do For You and Your Business?

Let's focus on the positive for a moment. No COI increases, discontinued products or legislative changes. Instead, let's look at a company that has been driven to make LIFE easier than ever before. From improved underwriting guidelines to sharper rates to relaxed 1035 crediting rules, Prudential has worked hard to earn your business. See below for five ways that Prudential has made LIFE better for you and your clients.

RETIREMENT eKIT

Prudential Retirement eKit Now Available for Download

A retirement planning strategy with life insurance can give your clients what they need, and more. This eKit can help you develop an effective, systematic approach to meeting with clients and prospects to guide them into a more effective retirement planning strategy using life insurance. It will help you position yourself to be your clients' go-to resource for retirement preparation. Please contact our office for a list of all previous eKits.

LIAM RESOURCES

Prudential Life Insurance Awareness Month (LIAM) eKits now available

September is Life Insurance Awareness Month and now is a great time to get started on your marketing campaign. Download Prudential's 2015 LIAM eKit to learn more about possible sales opportunities and find materials you can use with prospects and clients. A successful LIAM campaign starts with great LIAM materials so don't miss out! For more information or to download the eKit, please click here.

UW WEBINARS

On Demand Webinars Series: What You Need to Know About Underwriting

In 14 minutes or less via on-demand webinars, Prudential will share what you need to know about underwriting guidelines, case studies and niches. These webinars will cover the eight topics brokers want to know about the most, including diabetes, financial underwriting, marijuana and alcohol guidelines and more. A new webinar is released every two weeks; contact us to check out what's available and what's coming next.

RATE CLASS IMPROVEMENTS

Good News for Table A and B Rated Applications

The Prudential Rate Reduction program has been fully implemented. This program, in partnership with reinsurance, allows certain Table A and B rated applications to be moved to Standard, without the need for the producer to request submission through the program. Please note the program is only available for certain ratable impairments where underwriting experience allows for an improved offer. Additional info here.

MOBILE TOOLKIT

Use Prudential's Mobile Toolkit to Start a Life Insurance Conversation

Every client wants to know the answer to three questions about life insurance: How much do I need? Can I qualify? How much does it cost? Now you can run a quick needs analysis, get a ballpark underwriting estimate and run term quotes with Prudential's Mobile Toolkit. And better yet — it's available for use on any smartphone. Click here to learn more or access the toolkit by going to www.lifetoolkit.prudential.com.