

102 MILLION
CONSUMERS
say they need life insurance

Many are your customers,
prospects, or members



What's stopping them?

These common barriers and misconceptions:



*"It's too
expensive"*



*"I'm not sure how much
or what type to get"*



*"I haven't gotten
around to it"*

Who are we?

An established life insurance company with a proven history of **consumer-driven innovation**. With **patented products and processes**, we help your customers, prospects, or members **overcome the barriers** that often prevent them from getting the coverage they need.

Powered by eFinancial, a **direct-to-consumer insurance agency** licensed in all 50 states and DC. We make it easy, fast, and affordable for consumers to buy life insurance – **fully online, over the phone, or a hybrid of both**.

How can we help you capture this opportunity?

KEY CAPABILITIES

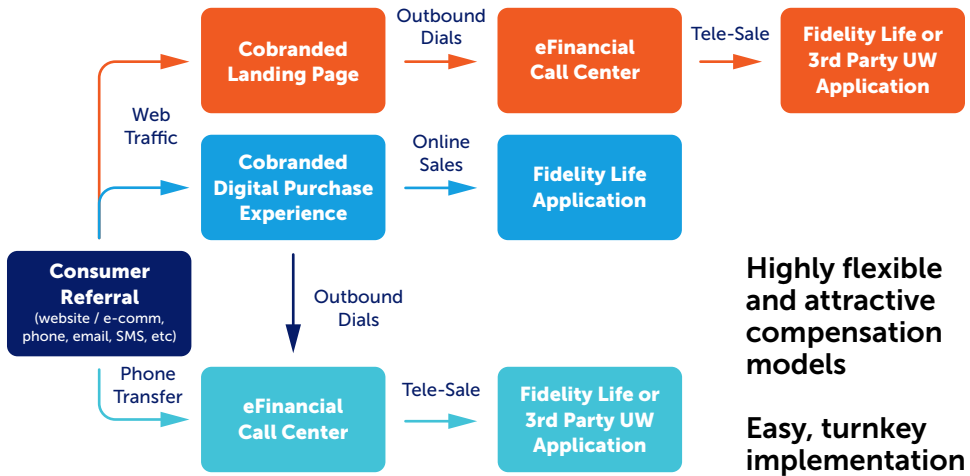
Product Development: Affordable solutions that meet a variety of consumer needs across life stages, including no medical exam options.

Tele-Sales: Nationwide call center with more than 200 agents to provide professional advice and guidance.

Online Purchase: Quote, apply, and buy all online, with the option to speak with an agent, if desired.

Marketing: Support to engage key audiences, and nurture throughout the customer journey. Data and analytics to unlock value and identify expansion opportunities.

Multiple ways to work together



A proven track record

CASE STUDY 1:

We helped a major P&C company increase customer acquisition and improve retention.

CASE STUDY 2:

We helped multiple D2C InsurTechs further monetize their customer acquisition investments through referral partnerships.

CASE STUDY 3:

We helped affinity brokers expand their life insurance offerings, to better serve member needs.

Contact us to learn more



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