

# Streamline Your Practice: The LPL and Simplicity Advisor Journey

LPL and Simplicity's partnership is designed to simplify your workflow and amplify your insurance growth. Whether you are uncovering a new wealth transfer opportunity or managing complex variable insurance cases, our integrated process is designed to provide you with the tools, support, and technology to succeed at every stage of the sale.

## 1. Connect Your Way

- ✔ Access the Simplicity Agent Center directly via SSO found on the Resource Center - Insurance page to create your own illustrations and quotes.
- ✔ Reach out to the Simplicity team for dedicated support from our sales desk, wholesalers, or Advanced Markets.
- ✔ Utilize online tools or contact carrier support teams directly for specific product guidance.

## 2. Get Appointed

- ✔ Start new appointment requests directly through the Simplicity platform.

## 3. Validate the Sale

- ✔ Simplicity handles the heavy lifting by completing LNA checks for state licenses, AML, CE, and product-specific training. Every product is verified for sale eligibility at LPL before you move forward.

## 4. Case Submission and Processing

- ✔ Complete applications via the Simplicity Agent Center using tools like LifeLink, iGO, Policygenius, or Firelight.
- ✔ Variable Insurance Advisors access LIOE and complete suitability requirements and obtain approval.
- ✔ Simplicity will order all necessary underwriting requirements, and manage new business processing. Updates will be available through the Agent Center.

## 5. Commissions

- ✔ Carriers submit compensation to Simplicity; Simplicity will provide weekly commission files to LPL to ensure accuracy.
- ✔ LPL pays advisor compensation twice monthly.

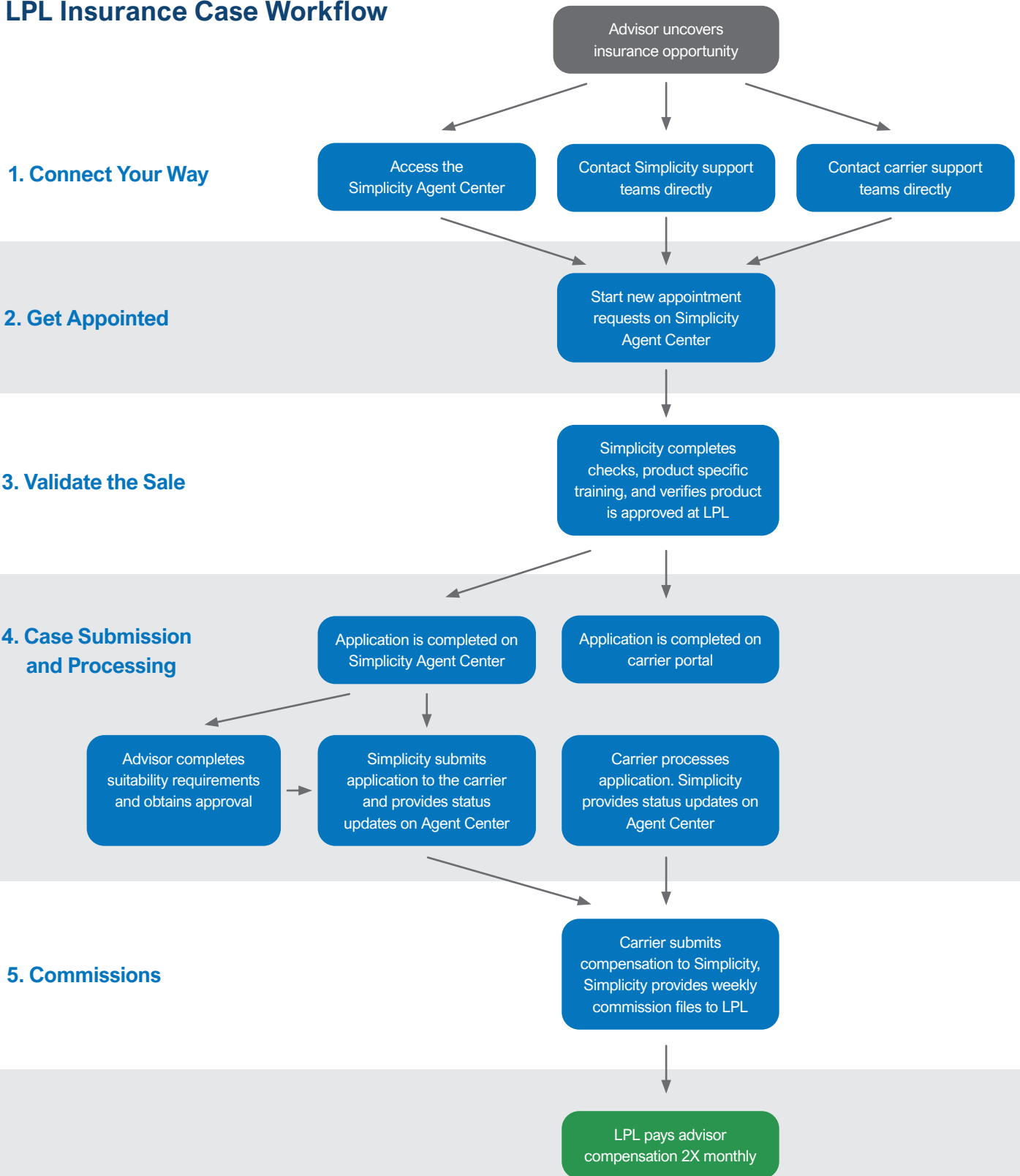
## Wealth Transfer Products

Western & Southern, Protective, Nationwide (iGO), ForeCare. Direct link to carrier portal from Agent Center. Work with the same carrier support team.

## MoneyGuard

Carrier internal/external teams will support wholesaling, quoting, new business, and appointment process. Simplicity order entry tools can be utilized to submit business, if applicable.

# LPL Insurance Case Workflow



## Reach Out With Questions

✉ [institutional.sales@simplicitygroup.com](mailto:institutional.sales@simplicitygroup.com)

✉ [institutional.life.support@simplicitygroup.com](mailto:institutional.life.support@simplicitygroup.com)

☎ 201-903-3800 (Starting May 1, 2026)

✉ [institutional.contracting@simplicitygroup.com](mailto:institutional.contracting@simplicitygroup.com)

✉ [institutional.newbusiness@simplicitygroup.com](mailto:institutional.newbusiness@simplicitygroup.com)