



Empowering The Business Journey: The Business You Want. The Tools You Need.

Simplicity’s Agent Center—simplicityagentcenter.com—is your command center for success. With proprietary content, exclusive resources, and leading industry tools, we give you the resources to build, scale, and capitalize on your business, all in one place.

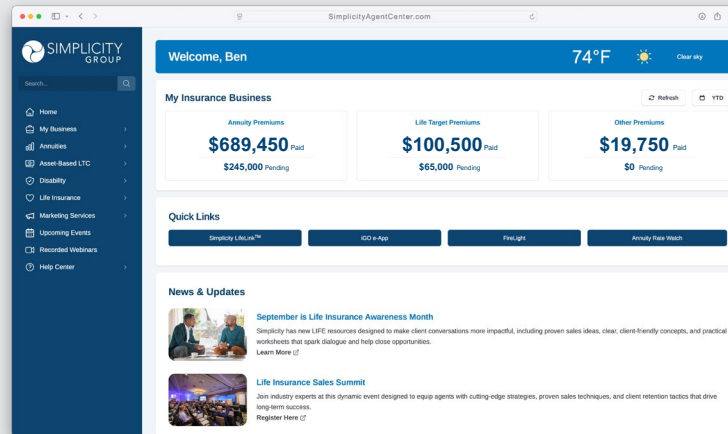
Our single-sign-on platform is designed to help you work smarter, not harder, so you can serve your clients and grow your business with unmatched efficiency.

- Navigate with ease using our updated, user-friendly interface and new homepage dashboard.
- Track your success in real-time with “My Business,” a feature that gives a clear view of pending and paid production.
- Streamline your workflow with immediate access to all pending and issued contracts.

[Quick Links to LifeLink | FireLight | iGo | Annuity Rate Watch](#)

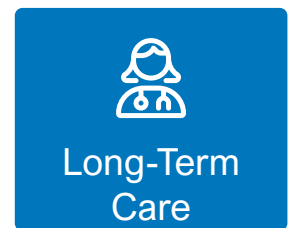
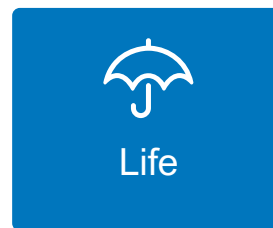
Exclusive Resources

- Advanced Markets Concepts and Questionnaires
- Annuity Calculators
- Digital IUL Platform from Ensignt
- LifeLink™
- Life Carrier Matrix
- Consumer Educational Flyers and Guides
- Social Media Content
- Underwriting Guides and Questionnaires

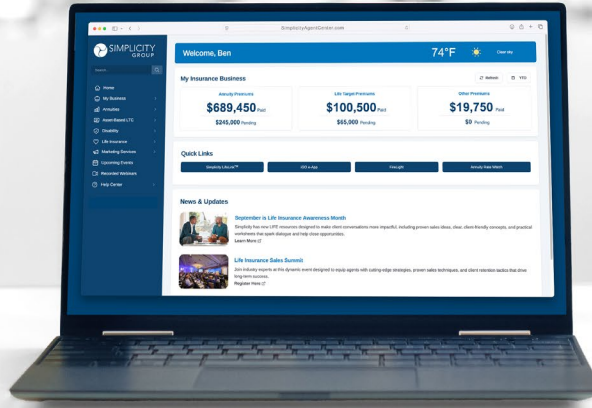


Broad Product Support










Tools to diversify and grow lines of business in support of a holistic financial strategy.



If you have questions, please contact your Simplicity sales representative.



The Simplicity Agent Center is built for the way producers work, with navigation ordered by line of business and resources accessible within two clicks. Agents can find tools to educate themselves and their clients, easily submit business, and monitor their pending cases and contracts.

 My Business	<p>Agents can get a complete overview of their insurance business, organized by policies and contracts. They can easily filter and sort the data, then drill down to find information on all paid and pending policies or issued and pending contracts. The platform also allows for direct communication with a case manager or licensing specialist and shows notes on any missing requirements.</p>
 Annuities  Asset-Based LTC  Disability  Life Insurance	<p>Each line of business includes “Agent Resources” and “Client Materials” sub-folders.</p> <ul style="list-style-type: none"> ▶ Agent Resources provides a single sign-on hub for all sales needs, organized by sales process. It includes everything from product research and quoting tools to business submission links and more. ▶ The Client Education section provides a variety of point-of-sale materials, including flyers, questionnaires, calculators, and social media posts.
 Marketing Services	<p>Agents can discover ways Simplicity can generate leads, cultivate prospects and client engagement, and drive business.</p>
 Upcoming Events	<p>Agents can directly register for events and webinars designed to help improve sales proficiency and marketing strategies.</p>
 Recorded Webinars	<p>Missed a recorded webinar? You can find it on demand. The library is searchable by line of business.</p>
 Help Center	<p>Find the support needed in the Help Center, including FAQs and one-click access to key teams across Annuity, Life, DI, LTC, and Marketing. The platform also features an interactive Carrier Directory.</p>

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