



Elevate Your Life Insurance Business with Simplicity

It's not just about access, it's about advantage

In today's fast-evolving financial landscape, success requires more than access to top-tier products. It takes cutting-edge technology, expert support, and integrated planning strategies that connect every part of a client's financial plan. Simplicity helps deliver that and more.



Whether you are guiding clients through tax-efficient wealth transfer strategies or navigating the complexities of retirement income planning, Simplicity equips you with:

- ✓ **Unrivaled Product Access** – Choose from an elite portfolio of life insurance and annuity solutions from the industry's top carriers curated to meet each client's unique needs. Also get access to Kai-Zen, our hybrid-financing program designed to solve the underfunding of supplemental retirement plans.
- ✓ **Dedicated Sales Support** – Work alongside a responsive, knowledgeable team committed to helping you close more business from case design to implementation.
- ✓ **Advanced Planning Tools** – Leverage proprietary tools and technology that transforms complex strategies into clear, engaging client conversations.

Professional services that get results

Underwriting Services

Simplicity's Underwriting Services team provides comprehensive underwriting support, including quick quotes, informals, and case consultation to enhance case outcomes. Their expertise helps streamline the path from submission to approval.

Advanced Markets

Simplicity's Advanced Markets team provides agents with solutions for high-net-worth and business-owner clients, focusing primarily on achieving estate, philanthropic, business succession, and executive compensation goals.

Marketing

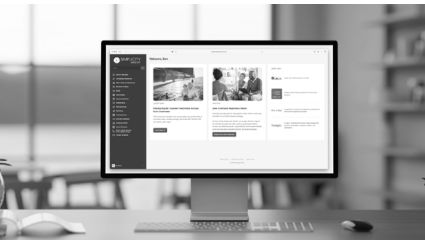
Simplicity's Marketing team develops strategic plans to help meet your goals. From helping build an attention-getting brand to helping with prospecting and lead generation, Simplicity delivers the tools, strategies, and support to elevate agents' businesses.

**Contact your Simplicity representative for more information
or visit SimplicityAgentCenter.com**



Let Simplicity streamline your business

Partnering with Simplicity means unlocking a full suite of services designed to save time and effort in getting business placed. From contracting to case management Simplicity takes care of the operational heavy lifting so you can focus on growth.



Technology to boost efficiency

Leverage proprietary technology, cutting-edge tools, and smart automation to accelerate your business and simplify your workflow. Effortlessly boost efficiency with market-leading platforms and intuitive digital solutions.



Game-changing training and development that drive results

Access comprehensive training and professional development programs to elevate your practice and drive production. In fact, agents that attended Advanced Sales Training, wrote 133% more business when compared to those that did not attend a live training.



Bringing it all together

Simplicity's Advisor Development Consultants build personalized plans aligned with your revenue goals, offer sales training, deliver powerful product insights, and support case design—helping you create a seamless, end-to-end sales experience for your clients.



With over \$500 million in life insurance, \$10 billion in annual annuity sales, and \$10 billion in assets under management, Simplicity is a trusted leader in the industry. Backed by 350 marketers, 100 sales leaders, and over 75 sales offices, Simplicity is equipped to support you and your business every step of the way

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