



Say “Good-bye” to Missed Revenue

Maximize Your Reach and Earnings with IFC National Marketing

Missed Sales Opportunities

As an independent financial professional, there are benefits to specializing; however, being laser focused can also cause you to miss out on sales opportunities and revenue. Whether you’re a one-person shop or you have a team working with you, you likely find yourself strapped for time and resources to market your business and generate leads, not to mention lacking the product expertise to cross-sell ancillary products to your existing client base. Many of the financial professionals we work with face these same challenges. IFC National Marketing can help you clear these hurdles with ease so you can capture every sales opportunity.



I don't have time to market my business and meet with clients.

I don't have time to learn how to sell any other products.

I'm not convinced life and annuities are a good fit for my clients.

I'm not a marketing expert!

Solutions and Support Spell Success

If you haven't considered partnering with an IMO, or if you're not convinced of the benefits that life and annuities can bring to your clients, consider the following ways IFC can give you the focused support you need to jump levels in your business through:

- **Support from Our Wholesalers and Concierge Team:** Receive expert guidance in product areas that support the financial goals of your clients, such as life insurance, long-term care, short- and long-term disability, and annuities. Our internal team of wholesalers can teach you to fish, or our Concierge Team can do all the work for you, and the client relationship remains with you.
- **Gold Experience:** Sign up for this omnichannel, done-for-you marketing program that gives you a road map and a library of turnkey consumer content to expand your reach, attract new clients, and grow your revenue with little to no extra effort on your part.
- **Case Design Management** Support from our Contracting and Compliance Teams so you can write the policies your clients need, along with continuing education and training from our team of wholesalers to keep you at the top of your game.

Uncover Hidden Revenue

Click the button below and watch a short video to better understand how to uncover hidden revenue in your business.

[Watch video now](#)

What Financial Professionals Have to Say

Professionals who contract with IFC appreciate the ability to work with our team to round out the financial protection their clients need. It's a win-win, where you own the client relationship, we do as much of the work as you want us to, and you earn revenue off any policies written.

In addition, those who enroll in the IFC Gold Experience exceed industry averages for email marketing engagement — 2.9% for Gold Experience agents as compared to 2.3% industry average — which can translate to revenue opportunities from new and existing clients. Our sole focus is to grow your business and help you keep the fox out of the henhouse.

But don't just take it from us, read what a few of our advisors have to say about working with IFC National Marketing.

"IFC is like family to me. They have been very supportive of me since Day 1. I use annuities to satisfy my clients' goals, whether they are looking for a guaranteed rate that beats the bank, offering upside potential of the market while protecting from the downside of market volatility, or to creating a 'self-pension' providing guaranteed lifetime income."

Cathy Barner, Concierge Services

"IFC has the best staff, period. They really care about my business and work very hard to get answers to my questions. They make doing business much easier. The world is a crazy place right now. I'm happy that I can work with IFC to find my clients quality carriers that offer great rates in the fixed annuity space. I'm also currently looking at the hybrid long term care/annuity options that are so needed today."

Guy Clairmont, CFP Clairmont Financial Advisors

"The people at IFC National Marketing are absolutely amazing! They are fun to be around and they have proven to be extremely knowledgeable. The staff at IFC are dedicated to helping me be a better agent. I have been able to build wonderful relationships with them over the years. The annuity market has created great opportunities to increase our relationship with our clients. It provides them with a safe and secure method of building their income for retirement."

Mitch Anderson, Prime Time Health Advisors

"There are many IMOs that would be happy to work with our office. I enjoy working with IFC because of the relationships. The expertise of IFC's staff and their product knowledge keeps me coming back. Annuities have a place in some of our clients' plans. They help to diversify some income and portfolio risk, providing guarantees other products cannot."

Tyler Armstrong, Encore Financial

"There is nothing like a face-to-face conversation to learn more about a product line or to network with potential customers. I appreciate IFC's attention to detail when teaching you about a product line. Annuities can be an excellent way for clients to secure their financial future and ensure a steady stream of income in retirement."

Ettore Lanza, Lanza Financial Group

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