

Simplicity's focus on delivering education and consumer value empowers agents, making them more successful in supporting their clients and closing new business.

Lead Generation Workshops



Lead generation workshops are a powerful tool to educate, network, and showcase your expertise. When executed properly, workshops present a unique opportunity to build trust and rapport in a communal environment with like-minded individuals. Simplicity has a full team dedicated to helping advisors succeed by walking them through best practices and providing marketing materials to execute successful workshops..

- ✓ **Customized workshop materials**
- ✓ **Event planning and execution support**
- ✓ **Training video to master the presentation**

Proprietary Educational Software



Simplicity's proprietary software helps transform the traditional illustration experience into a real-time, interactive presentation while addressing client concerns around income, accumulation, tax-free distribution and more.

Simplicity has identified three key data points that can help focus planning conversations with clients, providing them with the educational foundation they need to make informed decisions on life insurance and see its tax advantages.

- ✓ **Total Premiums Paid**
- ✓ **Potential Distributions**
- ✓ **Net Death Benefit**

Turnkey Marketing Platform



Simplicity's turnkey marketing platform offers cohesive digital solutions targeting high-earning clients (\$100,000 to \$1M) who are seeking tactics traditionally implemented by high-net-worth individuals (\$10M+).

- ✓ **Offer a unique benefit to further employee recruitment and retention**
- ✓ **Increase client life insurance coverage by 60-100%**
- ✓ **Eliminate underwriting to efficiently complete the sales process**

Contact your Simplicity representative to learn more.