




The Concierge Services Program

Each year, top-selling Comparison agents qualify for the Concierge Services Program and gain special access to the most experienced members of the Sales Support Center and the New Business Resource Center.

Starting April 1, Concierge Services Program qualifiers can take advantage of a year of the following enhanced services:

 Priority service and fast answers <p>Enjoy priority service for new business application processing, plus get answers faster with a dedicated New Business Resource Center.</p>	 Dedicated support <p>Receive exclusive case design and development support provided by a dedicated internal wholesaler.</p>	 Assistance with pending business <p>Have pending business closely monitored by an internal wholesaler who will also assist in fulfilling requirements.</p>
 Underwriting support <p>Benefit from process insights and assistance with questions during monthly member calls with the Director of Underwriting.</p>	 Direct access to case managers <p>Direct access to two concierge case managers who will act as your primary point of contact for any pending new business cases.</p>	 Marketing expense reimbursement <p>Reimbursement for up to \$1,000 in life insurance related consumer marketing activities to help expand your business.*</p>

***Requests must be submitted by November 3, 2025. Subject to Protective and Comparison Management approval.**

Who qualifies for the program



Top 25 life insurance producers with a total premium of at least \$40K



Life Crown Award Winners: Countrywide and Region



Countrywide Rookie of the Year for Life Insurance

Additional information on back.

Protective refers to Protective Life Insurance Company and Protective Life and Annuity Company.

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Make the most of your marketing

Having access to additional funds to market your life insurance services can go a long way. To help you make the most of this opportunity we've provided some tips and ideas to support your marketing strategy.



Digital advertising and social media

- Run local ads on search engines and social media platforms.



Print advertising, billboards and direct mail

- Advertise your services through a local newspaper or a billboard.
- Send prospecting letters, mailers or postcards.



Collaborate with other local businesses

- Participate in another local business' marketing program, i.e. realty company, gym, etc.



Participate in community events

- Sponsor a table at a health fair, farmers market or trade show.
- Host a customer appreciation event or life insurance consumer seminar.



Contact your Protective representative to learn more about how we can support your business and make future sales even easier.

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