

# The Concierge Services Program

Each year, top-selling Comparion 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:

 <b>Fast answers</b> <p>Get answers faster with an exclusive phone number and priority access to dedicated Concierge Service representatives in the New Business Resource Center.</p>	 <b>Dedicated support</b> <p>Receive exclusive case design and development support provided by a dedicated internal wholesaler.</p>	 <b>Assistance with pending business</b> <p>Have pending business closely monitored by an internal wholesaler who will also assist in fulfilling requirements.</p>
 <b>Priority service</b> <p>Enjoy priority service for new business application request processing.</p>	 <b>Direct access to case managers</b> <p>Direct access to two concierge case managers who will act as your primary point of contact for any pending new business cases.</p>	 <b>Marketing expense reimbursement</b> <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 Nov. 1, 2024. Subject to Protective and Comparion 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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