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**ESSENTIAL
RULES FOR
SUCCESS**

In Life Insurance Sales

**CONTACT A RECRUITING AGENT TODAY
(888) 713-6020**

FREE

Partner With a Household

BRAND

Sell a Universally Needed

PRODUCT

Expect a Steady Stream of

LEADS

Follow a Results-Proven

SYSTEM

Expect Extraordinary

SUPPORT

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1

Partner With a Household **BRAND**

**Write for the top carrier in the industry
vs multiple “average” companies.**

Lincoln Heritage Life Insurance Company® has been the industry leader for over 60 years. Unlike many of our competitors, this market is our specialty and focus. As a result, we believe we have more experience and understanding of final expense life insurance than any other life insurance company in America.

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2

Sell a Universally Needed PRODUCT

Focus on the simplicity of a single product vs wasting time with complex portfolios.

There's no question the market is changing: funeral costs are rising, people are living longer, and the life insurance industry is becoming more complex. The need for a financial safety net is growing and increasingly underserved, giving us a real opportunity to help people get the protection they need.

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3

Expect a Steady Stream of **LEADS**

**Thousands of people have asked
for our product by name.**

The most important way we help our agents is through our in-house lead program consisting of direct mail, television, and digital marketing. Every year, more than 800,000 branded leads are generated across the country. A key part of our lead program's success is our transparency – we're very clear about who we are and what we offer. You'll never compete with other Lincoln Heritage agents to make a sale.

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4

Follow a Results-Proven **SYSTEM**

Trust your team and the training they've spent decades perfecting.

We partner with the most talented and dedicated people in the final expense market. The majority of our largest independent agencies have been with us for more than 15 years, with some of them in their second generation of family management.

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5

Expect Extraordinary
SUPPORT

**Choose a company with
exceptional home office support.**

We know the best way to prove our commitment is to provide legendary service that our salesforce deserves. We pay commissions the same day we receive the business, provide 24 hour underwriting support, answer our calls with a live representative, and offer health benefits to qualifying agents and their families.

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