

GPAgency

NATIONAL FULL-SERVICE
INSURANCE BROKERAGE FIRM



Insurance Solutions
& Dedicated Support

A Full-Service Insurance Brokerage

GPAgency

GPAgency (GPA) is an independently owned and operated full-service insurance brokerage firm. What began as a regional office for Transamerica Insurance **five decades ago** in Raleigh, North Carolina, is today a top-tier, full-service brokerage firm (licensed in 50 states) and premier partner with nearly 50 of the nation's top-rated insurance companies.

In today's insurance environment, going at it alone is not easy. With digital marketing, the competition for each prospect has grown even more intense. And, once you have the attention of a prospect, their expectations are greater than ever. They want assurance that no stone has been unturned and a process that is quick and painless. GPAgency is here to help you deliver on those demands. Outsourcing your back-office insurance services to an experienced provider, such as GPA, will give you the edge you need to succeed and free you to do what you do best: SELL!

We provide unbiased insurance consultation, marketing services, and administrative support to a range of insurance professionals, from the independent agent to large organizations/associations. Other than our customized digital marketing packages, there is no cost to your organization for these services and no reduction in your commission, which is paid directly to you by the insurance carrier. Our compensation is paid by our insurance partners in the form of overrides.

Since 1968 (50+ years), GPAgency has delivered effective solutions that have endured the test of time and are backed by responsive, hands-on service. We attribute our continued relevancy to our team of competent professionals, our strategic alliances with the industry's top performers, and our resilience and agility to navigate market changes.



Who are we.
What can we offer.
Why trust our solutions.



Our Portfolio Includes:

- Life insurance
- Disability income protection
- Long-term care coverage
- Guaranteed retirement income
- Specialty insurance
- Hybrid products

Expect Concierge Service

Consult. Craft. Close.

We understand that the insurance professionals we assist have varying levels of insurance experience so we adjust our approach accordingly.

Consult.

Once you have identified a prospect, contact us to consult with one of GPA's experienced, licensed brokerage managers. This manager will discuss the prospect's objectives and identify the key pieces of information needed in order to craft viable coverage recommendations and calculate the estimated cost.

Craft.

With access to nearly 50 top-rated life insurance companies, our brokerage manager will survey the marketplace for the best fit and price based on your client's profile. Once a solution has been identified, our manager will review the proposal with you and prepare you for the client presentation – or assist you with the delivery of the presentation, if desired.

Close.

Our brokerage managers are available to assist with follow-up questions to ensure the prospect is comfortable with the recommendations. If the prospect chooses to move forward with an application, we are here to assist. Once the application is submitted, we'll track it and provide updates through policy delivery. *It's that easy!*

- We'll help you define the need
- We'll offer a personalized solution
- We're there through policy delivery



Moreover, we are on standby if your clients need after-sale support.

Staying ahead of the competition

Marketing Services

You may have your own marketing program in place but if you'd like to supplement your efforts or expand them, we have options.

Complimentary Marketing Services.

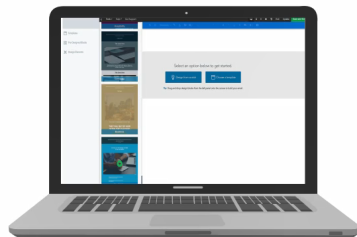
- Marketing consultation
- [PDF design of flyers](#), brochures, postcards, etc.
- Generic carrier-produced consumer materials/videos, including pieces such as [Last Wishes Guide](#)
- Consumer education, for example [Insurance Examinations](#) and [Life Insurance Worksheet](#)
- [Social media](#)/website/newsletter content

We have samples on our website (under the Sales/Marketing tab), which can be modified or simply be used to inspire something new.

Customized Digital Marketing Services

— *including lead generation.*

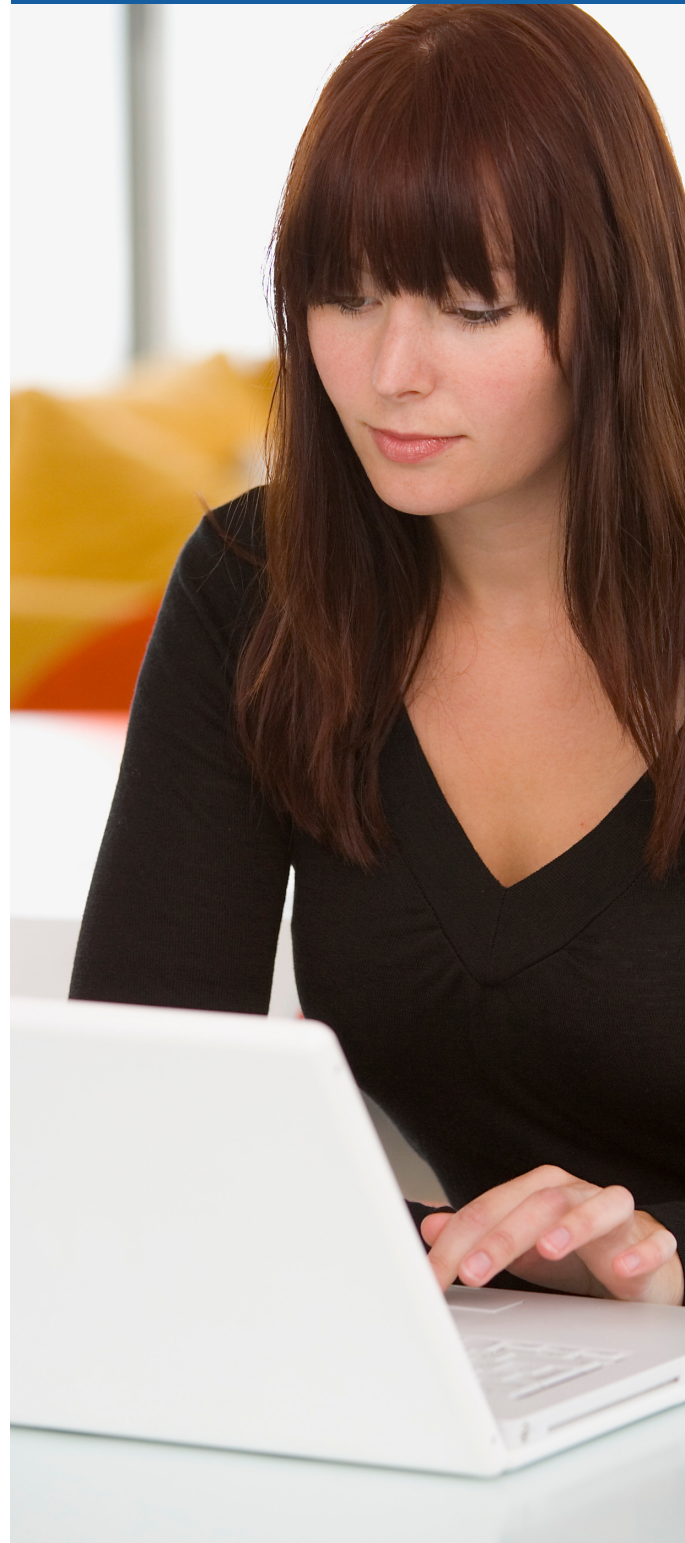
Gone are the days when a periodic marketing campaign could make an impact. Now, it is all about a comprehensive 24/7 online presence powered by an automated marketing tool.



We have collaborated with a leading digital marketing company to develop an affordable, easy-to-use tool, specifically designed for insurance agents. There are several package options, starting as low as \$59.50 per month, which will enable you to:

- Generate and segment qualified leads
- Launch winning, prebuilt email campaigns
- Create stunning landing pages where you can highlight new products or concepts (link back to your own website)
- Automate and engage new prospects with impactful social media posts
- Manage/track all marketing tasks, review analytics, monitor online calendar appointments in one place

Today, businesses are utilizing the digital universe to create brand awareness, impact, and drive customers.



Insurance Carriers...

With access to nearly 50 of the nation's top-rated insurance companies, GPAgency has all the options needed to provide your clients with the best fit for their insurance needs and budget. Here is a list of our more familiar names:

- Allianz Life Insurance Company of North America
- American General Life Insurance Company (AIG)
- American National Insurance Company
- Ameritas Life Insurance
- Assurity Life Insurance Company
- Athene Annuity
- Boston Mutual
- Brighthouse Life Insurance Company
- (The) Cincinnati Insurance Companies
- Columbian Life Insurance Company
- Equitable Life Insurance Company
- Fidelity Security Life Insurance Company
- Gerber Life Insurance Company
- Great American Life Insurance Company
- Guardian Life Insurance Company
- Illinois Mutual Life Insurance Company
- Integrity Life Insurance Company
- John Hancock Life Insurance Company
- Legal & General / Banner Life Insurance Company
- Lincoln National Life Insurance Company
- MassMutual Life Insurance Company
- MetLife
- Mutual of Omaha / United of Omaha
- National Guardian Life Insurance Company
- Nationwide Life Insurance Company
- New York Life
- North American Company
- Ohio National Life
- OneAmerica
- Pacific Life
- Penn Mutual Life Insurance Company
- Principal Life Insurance Company
- Protective Life Insurance Company
- Prudential Life Insurance Company
- Reliance Standard
- Sagicor Life Insurance Company
- Securian Life Insurance Company/ Minnesota Life Insurance
- SBLI
- Sons of Norway
- Symetra Life
- The Standard
- Transamerica

We specialize in life insurance, income protection (disability), long-term care coverage, and fixed annuities -- as well as a combination of these products. We only work with the nation's top-rated insurance carriers.



Insurance Expertise and Concierge Service

We look forward to partnering with you and are committed to delivering optimal insurance solutions and being your dedicated back-office support team!

Why you should feel confident utilizing our recommendations and products?

- On average, our brokerage managers average 25 years of industry experience. They have run the gamut of scenarios: impaired risks, advanced age, dangerous avocations, foreign travel/status/ residence, complicated business partnerships, and the list goes on. Rest assured, only top-rated carriers will be utilized in their recommendations. Additionally, meticulous notes are kept on all interactions so if your particular brokerage manager is not available, another one can assist.
- Our team of seasoned insurance support professionals will closely manage your client's application throughout the underwriting process. When calling GPAgency, you'll always be directed to the appropriate person, not an automated system.
- You can also utilize a variety of tools on our website (www.GPAgency.com) to quote, submit eApps, and check case status -- as well as marketing and professional development support. When you are on the run, our mobile app offers easy access to our client tools. Additionally, we offer customized digital marketing packages with lead generation (ask us for details).



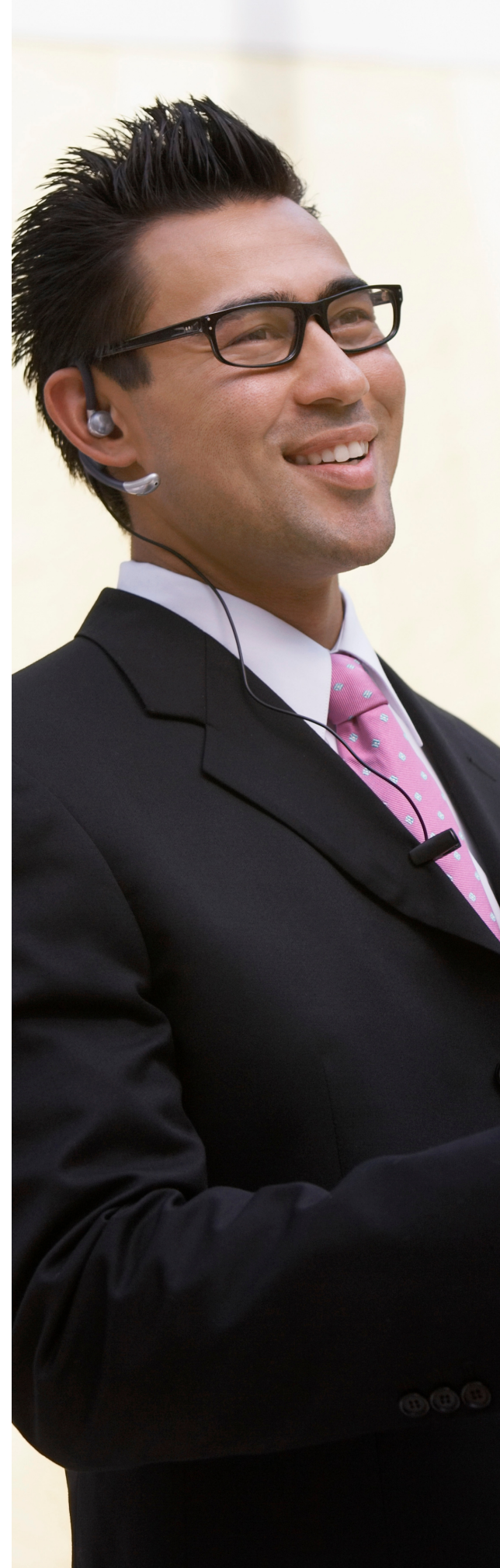
We are here to get it done! You don't have to be an expert on every product or carrier -- that's our job!

In Summary...

What You Can Expect from GPAgency

- One-on-one consultation with our brokerage managers
- Thoughtful product recommendations
- Full sweep of the insurance market for the "best fit"
- Client-facing presentation services
- Administrative support from application to delivery
- Marketing services and digital marketing packages
- National access and solid reputation:
licensed in 50 states; 50+ years strong!

We're here to quickly convert your prospects into policies without cutting into your profit margin.



GPAgency

Your Dedicated Insurance Team

Hours: 8:00 am - 5:30 pm, EST (Mon - Thur)

8:00 am - 3:00 pm, EST (Fri)

Quote Desk: (919) 834-7937 | (800) 283-8376

Email: Marketing@gpagency.com

Website: www.gpagency.com

Home Office: 7000 Six Forks Rd.
Raleigh, NC 27615



A Full-Service Insurance Brokerage Firm



**We look forward to hearing
from you!**

No appointment necessary
-- just call when the need arises:
(800) 283-8376