

# The Quarterly Pulse

GPAgency's Producer Update



## Holiday Closures

### Christmas:

Dec. 24th & 27th

New Year's: Dec. 31st

New  
Carrier!

**SBLI**  
Insuring Lives.  
Protecting Families.

## Navigating the Road to Success

These are interesting times but we continue to forge ahead and skillfully navigate the terrain. We are getting back out there, participating in conferences and making office visits. Though we're enjoying these face-to-face interactions, the increased use of online meeting platforms has enabled us to maintain relationships and develop new connections with others who are less accessible.

The Pandemic has accelerated the implementation of overdue technology upgrades in our industry. For instance, CE providers and some state DOIs have been receptive to online CE classes, allowing us to teach to multiple states at the same time. **In 2021, we conducted several online CE programs, giving agents in North Carolina and beyond the opportunity to earn up to 10 free CE credits.**



Many agents have inquired about digital marketing support. This past summer, we launched an all-in-one digital marketing platform specifically for insurance agents called **Tymbak** (pron. "time back"). We partnered with a technology firm to design and manage this comprehensive platform. **See inside to learn more about Tymbak.**

A sound marketing program has always included frequent, quality messaging to cultivate familiarity and build authority. And, regardless of the tools used, the message hasn't changed: the importance/value of insurance and the need to act sooner rather than later.

With the rise of online insurance websites, good marketing may not be enough. Prospects are coming to expect easy access to insurance. As these sites are cutting into our market share, we have taken notice. Apart from a national advertising budget, we (you) can offer what they're offering and then some. **(See inside article on website quoters.)**

Bottom line, if you are committed to success, you have to be forward-thinking to bring in new clients as well as committed to delivering the highest level of service to your current ones.

## Whole & Term: No Med Exams & More!

- Savings Bank Life Insurance (SBLI), founded in Massachusetts in 1907
- Insures 1 million+ families nationwide
- A1 (Excellent) from A.M. Best

### Whole Life

- Participating whole life: single premium to continuous pay
- Accelerated underwriting: \$25k–\$750k, ages 18–60 (all risk classes)

### Term Life

- Terms: 10, 15, 20, 25 and 30 year
- Accelerated underwriting: \$100k–\$750k, ages 18–60 (all risk classes)

- Underwritten with a telemed exam — no medical exam (APS, if needed).
- Above \$750k, underwritten with a paramed exam.
- Available on Winflex (Term also on iGo).
- Credit card for monthly payments.
- Available in every state except New York, Montana, and Puerto Rico.

*Per your request...*

### Ethics CE Program

December 16th, 11:00 am–2:00 pm  
(online/in-person).

We're bringing in an outside instructor for this program; he has discounted his fee to \$25 per student. Only available to agents in North Carolina. Find the registration link on our website's home page.



**GPAgency**, a full-service insurance brokerage  
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# November is LTC Insurance Awareness Month



Though November just wrapped up, the Pandemic has opened many eyes to the need for LTC protection. Despite a significant decrease in the number of traditional LTC carriers over the past decade, a new crop of creative solutions offers varying levels of protection and pricing.

**Traditional stand-alone LTC insurance** is by far the most comprehensive, cost-efficient way to create a pool of money exclusively for potential LTC costs. If this coverage is not an option for your clients, there are others that provide a level of financial protection against LTC expenses—see below:

**Long-term care (LTC) riders** (aka, hybrid, linked, combination, asset-based) are attached to a life insurance policy or annuity and use the plan's assets to cover the cost of assisted living if daily care is needed based on qualifying criteria. Unlike stand-alone plans, the premiums are fixed and medical underwriting may be less rigorous.

**Living benefit riders** can help protect your clients while they are still living. These popular riders pay out some percentage of the death benefit to cover expenses related to a terminal or critical illness/condition. Though accessing these living benefits will reduce (or may deplete) the death benefit, they help cover costly end-of-life medical costs so that loved ones don't have to. Some insurers include an accelerated death benefit as a built-in feature of their policies; for others, this feature is optional and available for an additional cost.

Just like anything else, LTC coverage has become a lot more complicated. For this reason, we have brokerage managers onsite who specialize in this type of coverage. Contact us if you need assistance with LTC coverage.

Our website has LTC resources for consumers.

## General Industry Caregiver Statistics

Courtesy of Mutual of Omaha

- Caregiver gender: 50% male / 50% female
- 75% missed time from work
- 70% provide care out of necessity
- 61% pay for the cost of professional home care
- 63% help pay for care with money from their retirement fund
- 46% have had own health negatively impacted
- 46% worked fewer hours at their regular job
- 41% experienced depression
- 40% felt it negatively impacted their relationship with spouse

### SIT BACK. RELAX. SELL!



Let your **Bestow** widget do the selling.

- Competitively-priced term life insurance
- **Instant quote; if qualified, instant coverage** (pay with CC)
- Agent receives personalized URL for marketing use
- 10, 15, 20, 25 & 30-year terms, \$50k–\$1.5mm
- Underwritten by North American (A+ Superior, A.M. Best)
- Get appointed now!!! Email: [licensing@gpagency.com](mailto:licensing@gpagency.com)



## Leveling the Playing Field...

### We're launching a multi-carrier term quoter

This term quoting platform can be personalized and used in your marketing activities and placed on your website.

*Here's how it works:* It is called *iProspector* and is basically the consumer version of the LifePipe quick quoter that we have on our website. If you have used LifePipe, you're familiar with its ease-of-use — *iProspector* is just as easy!

The prospect clicks on the quoter, answers a few questions, gets a quote, clicks the submit button, and the application request goes to you. Upon receipt, you click a button to feed the client's information into your *iGo* app and submit.

You manage all quoter activity on the platform's dashboard. Not all our carriers subscribe to this quoting platform but nearly 20 do — that number beats out many of the big online competitors!

GPAgency covers the set-up charges and the agent pays a discounted monthly fee (\$50). We have a limited number of seats at this time. If all seats have been taken, you can be added to the waiting list.

If interested, contact [Melinda@gpagency](mailto:Melinda@gpagency) / (800) 283-8376.



## Do You Need "Tymbak"?

Our powerful, user-friendly platform, Tymbak (pron. "time back"), is packed with must-have tools to help you manage your digital marketing activities and put you on the digital map. *Here are a few highlights:*

- A library of consumer-friendly insurance posts (updated regularly) that you can easily schedule to your social media channels. FYI, posting quality content regularly (3–4 times a week) will attract more followers. With more followers, comes familiarity with your brand, i.e. giving you a platform to promote your services and build trust, putting you top-of-mind when insurance is needed.
- A selection of pre-written, customizable email templates for prospecting. FYI, send out emails 2–3 times a month for the same reasons that you post.
- Landing page templates so you can easily design stand-alone web pages. FYI, marketing activities will drive prospects to this page, allowing the platform to capture lead information and measure campaign impact with analytics.
- A CRM (Customer Relationship Management) tool to maintain and score prospects (leads) from their first interaction to their last engagement with your marketing channels.

If interested in utilizing Tymbak, receive a 50% discount on the monthly fee using code **GPAgency21**. Start your 14-day free trial today! Contact [Melinda@gpagency.com](mailto:Melinda@gpagency.com) / (800) 283-8376.



At our Oktoberfest, our New Business quartet represented the top "beauty" excuses from insurance applicants:

> **Brooklyn** (pictured) **Rated:**

*Swear, it's recreational.*

> **Tanya** **Approved:**

*I don't tell my doctor everything.*

> **Michelle** **Shopped:**

*I have issues, but I look healthy.*

> **Yvette** **Declined:**

*Too many lemon poppy seed muffins.*



**Not getting our emails?**

Contact [melinda@gpagency.com](mailto:melinda@gpagency.com)



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## BEFORE TAKING AN APP

### Take Stock of ALL Compliance Requirements

The last thing you want is to have an application rejected because you haven't completed the proper training. Before taking/dating an application, make sure you have satisfied ALL the appropriate training:

- 1) Anti-money laundering (AML)
- 2) State regulatory and product training, particularly New York
- 3) Carrier-specific product training

#### Not sure what training is needed?

*That's why we're here!*

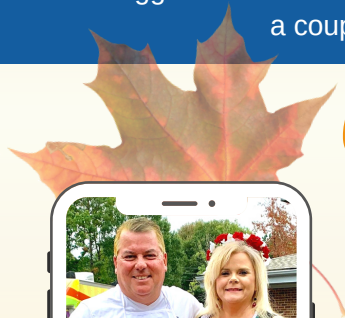
Contact our Contracting/  
Compliance department:

licensing@gpagency.com / (800)  
283-8376 (Christine Barbour).

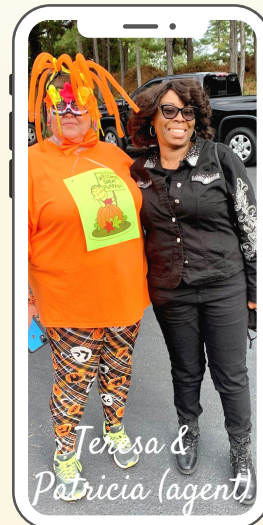


## Sales Idea

Chris Carrigan provided this sales tip while teaching a CE program on Divorce Planning: If a divorce settlement requires your client to take out life insurance and make the ex spouse the beneficiary, suggest term insurance with a Return-of-Premium rider. We have a couple of carriers that offer this rider.



## Oktoberfest 2021



*Teresa &  
Patricia (agent)*

