

MRW will help you identify the clients, co-brand the material, and pay for postage.



Put your name in the spotlight with co-branded marketing materials from MetLife

Your internal sales associate can help you leverage a variety of materials and messages that will get you noticed. Call today and we'll help create a campaign using postcards and flyers that can help take your business to the next level.

Choose from our extensive library of postcards and flyers that focus on Advanced Sales Strategies, Product Messages and Underwriting and Service Topics.



Sample Postcard
Include your name, contact information and your firm logo to help generate inquiries.

Life Insurance products are issued by MetLife Investors USA Insurance Company, Metropolitan Life Insurance Company and in New York only, by First MetLife Investors Insurance Company. All guarantees are based on the claims-paying ability and financial strength of the issuing insurance company. Variable products are distributed by MetLife Investors Distribution Company (MetLife Investors), Irvine, CA, August 2009

Insurance Products
• Not A Deposit • Not FDIC Insured • Not Insured By Any Federal Government Agency
• Not Guaranteed By Any State Or Credit Union • May Go Down In Value

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Build Your Business with Policy Review

Utilize carrier approved marketing material to reach out to your clients and offer a policy review.

Those consumers who receive a needs analysis and amount recommendations are more likely to buy life insurance and more likely to buy larger policies.

“Our research shows that consumers who received a needs analysis were considerably more likely to buy than consumers who didn’t,” said Cheryl Retzlaff, senior research director, LIMRA Markets research. “Moreover, producers who recommended an amount to buy to their clients not only had more clients close the deal, but on average those clients bought 60 percent more coverage.”
LIMRA, November 28, 2011



MORE COVERAGE WITH LESS HASSLE.

By purchasing life insurance recently, you've taken steps to provide security for your loved ones. But if recent changes in your life have you thinking you need more coverage, Transamerica Life Insurance Company now makes it easier to qualify for up to \$1,000,000 of additional life insurance.

Unlike the last time you applied for coverage, and had to take the time to provide blood work or a medical exam, qualifying applicants can now take advantage of Transamerica Life's hassle-free application program to purchase a new TransTermSM policy, without the standard medical underwriting requirements. Simply complete our application forms for a new TransTerm policy, and we'll do the rest!

Take a look at these sample TransTerm monthly premiums for a Preferred Plus 10-year, \$500,000 policy:*

	Age 30	Age 35	Age 40	Age 45	Age 50
Male	\$17	\$18	\$22	\$31	\$45
Female	\$15	\$16	\$19	\$28	\$40

*Premiums are lower if paid annually.

Contact us today to see if you qualify.

*This is not a Guaranteed Issue program. Qualification for coverage depends on the answers to the health questions set forth on the TransTerm application and is subject to underwriting approval. Underwriting will include information obtained from a Medical Information Bureau (MIB) screening, nonmedical, face page of previously issued term policy, and additional requirements which may be imposed based on information from the MIB. This program is subject to withdrawal at any time without notice from the Company.

TransTermSM is a non-participating, flexible premium universal life insurance issued by Transamerica Life Insurance Company, Cedar Rapids, IA 52499. Policy Form Nos. ICCD 418, ICCD 419, ICCD 420, ICCD 421, ICCD 422 and ICCD 423, respectively. Policy terms and conditions vary and these policies may not be available in all jurisdictions. In most states, in the event of suicide during the first two policy years, death benefits are limited only to the return of premiums paid.



Market to Your Clients

Our relationship with carriers provides us the resources to offer your clients unique opportunities.

Transamerica's TOP Program allows for clients to "top" their existing policy without a medical exam. MRW can help co-brand the letters and marketing material and mail to your list of clients.

For outstanding service and exceptional solutions call:
813.875.6331 (local) • 800.967.7661 (national)
 310 SOUTH DALE MABRY HWY., SUITE 210 • TAMPA, FLORIDA 33609

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