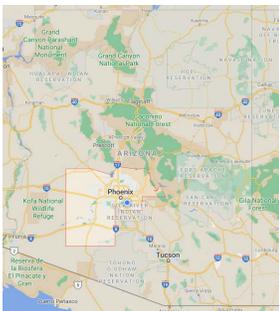


BROKERAGE USA

INTERNET ANNUITY LEAD PROGRAM

Please read our overview to learn how our Safe Money Places Annuity Lead System works and how to qualify.

STEP 1 Select a Target Area



We will target either (1) counties you select, (2) entire state, or (3) a major metropolitan region within a 2-3 hour driving distance from your office location.

For example, in Arizona, we will target Maricopa County along with all of the cities and suburbs in Maricopa

STEP 2 Setup Search Engine Ad Campaign



Our search engine ads target people searching for specific "keywords" and "key phrases" related to annuities or topics such as retirement income. For example, our ad will display when someone types "best annuity" into their search engine.

STEP 3 Create Annuity Comparison Report Landing Page



VIEW THE BEST GUARANTEED 2019 FIXED ANNUITY RATES

COMPARE THE TOP 3 ANNUITY RETURNS AND PAYOUTS WITH OUR FREE REPORT

First Name* Last Name*
Phone Number* Email*
Zip Code* Age* Years To Retirement*
Premium Amount*
Please select an option below:

View My Annuity Report*
100% guaranteed 100% privacy. Your information will not be shared.

WHAT DOES OUR FIXED ANNUITY BUYER'S GUIDE AND COMPARISON REPORT INCLUDE?
Your FREE personalized report includes detailed overviews on the most competitive annuity rates and products in the industry. These custom comparison reports are tailored to your age, state, and are above guaranteed rates from highly-rated companies.

Our Report Also Demonstrates How Fixed Annuities:
• Have NO market risk
• Provide guaranteed retirement income for life
• Accumulate more wealth with returns up to 7.25%
• Are used in guaranteed retirement planning

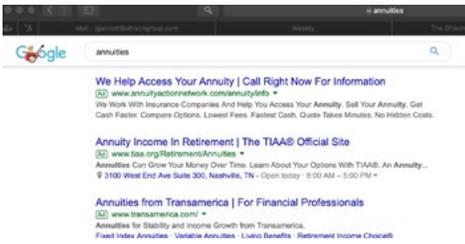
Please Note:

Our Safe Money Places branded landing page is centered around our Annuity Comparison Report "lead magnet". This lead magnet encourages people to fill out the contact form in order to receive the customized report. This personalized report compares the Top 3 Fixed Annuities based on the criteria that was submitted.

Please Note: On the landing page we do say it may take 1 business day to create their custom report.

STEP 4

Launch Search Ad Campaigns



Once we activate your campaign, your Ads will start displaying in relative Search Results within your target location. Your campaign will run until your budget runs out... which is typically around 30-45 days.

STEP 5

Lead Fills Out Form

COMPARE THE TOP 3 ANNUITY RETURNS AND PAYOUTS WITH OUR FREE REPORT

First Name*	Last Name*
Jason	Garriott
Phone Number*	Email*
3173858648	jgarriott@ohlsongroup.com

After a prospect fills out the contact form on our landing page, we receive an email lead notification. We will forward this same lead card to you AFTER we create the 2019 Annuity Comparison Report described in Step 6.

STEP 6

Create Custom Annuity Report and Send Intro Email

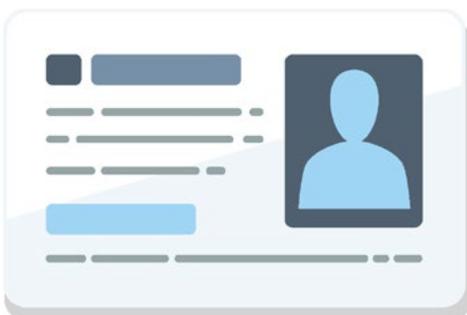


Once the lead card has been received, we will create the Annuity Comparison Report and email it to the lead from our Safe Money Places email. We've found it works best for us to email the prospect first in order to build trust.

Our intro email explains what the comparison report contains and introduces you to the prospect. We explain you are a licensed agent able to represent the annuity companies available to them. We provide your contact info and CC your email in this initial email. Lead is informed you will be calling.

STEP 7

The Lead Hand-off



Once the initial email has been sent, you will receive the lead card so you can conduct your normal sales process. We recommend you call the lead as well as email directly.

We encourage you to be less salesy and more educational in nature. We've found this to produce the best results.

Your main objective is to set an appointment to discuss their financial situation and how you can help them.

STEP 8

Lead Enters Annuity Email Workflow



We have an email workflow that drips on your leads for 2-3 weeks. The emails are geared towards educating the prospect about annuities and retirement income planning.

These emails help keep the sale alive. Best of all, it's all done in the background and is automated. So, there's nothing you need to do in regards to sharing content to build trust.

However, we do still recommend you email the lead directly... which can help lead to higher appointment setting rates.

QUALIFICATIONS

All Producers Must...

- (1) Be Appointed with Brokerage USA / Steve Dabbs
- (2) Contracted with three of our carriers
- (3) Qualify for our Associate Level Safe Money Places Agent Network Program (\$100K of production)
- (4) Agree to an Ad Budget of \$1000 for each batch of leads \ Co-op available for Platinum Producers
- (5) 2 Month Minimum Commitment
- (6) Must have a website

(We have a FREE Safe Money Places Agent Website)

(Example: <https://www.safemoneysolutions.com/>)

QUESTIONS?

LET'S CHAT!

**BROKERAGE
USA**

**Brokerage USA
800-543-0530**