

InsMark



Reap the benefits of increased sales with the use of the insurance industry's premier supplemental software support system, InsMark. The InsMark system includes:

InsMark Illustration

Personal planning that focuses on proving the value of cash value life insurance. Executive benefits feature a variety of "Top Hat" plans including split dollar for personal and estate planning uses; survivor and retirement needs analysis and comparison of life insurance to other funding, along with Social Security, IRA, 401(k) and investment calculators. Tools include 2-D and 3-D landscape graphics, bar and flow charts. The 1000-page electronic Guide to Marketing is unparalleled.

Wealthy and Wise®

Tests the client's income needs against assets to eliminate the fear of running out of money.

The four areas of InsGift's logic:

- "Real wealth involves sustainable income streams."
- "Most people fear running out of money more than they fear estate taxes."
- "The most effective financial presentations compare 'Do It' versus 'Don't Do It'"
- "People are most receptive to ideas that don't involve out-of-pocket cost."

Documents on the Net

The financial industry's most extensive specimen documentation system. This is another marketing software package frequently used with InsMark illustrations. It entails 570 separate, online legal documents incorporating the effects of the new IRS rules on split dollar taxation and the new estate tax legislation.

LifePlan™

Produces a concise full-color three-page summary of three proposals with all the information needed to convince a customer of the value of life insurance.

Special offer to Aviva producers

Get the entire system for a annual maintenance cost of \$239.40 for the first 12 months (subject to annual Consumer Price Index Adjustments). Or make a single payment of \$395 for the first 24 months, a 20% discount. With this option, the CPI increase will be waived during the 24-month subscription period.

Software	Retail Cost		InsMark Offer	
	Base Price	Annual Maintenance	Base Price	Annual Maintenance
InsMark Illustrations	\$799	\$479.40	\$0	Combined
InsGift	\$999	\$479.40	\$0	Combined
Documents on the Net	\$699	\$0	\$0	Combined
LifePlan	\$129	\$60	\$0	\$0
	\$2,626	\$1018.80	\$0	\$239.40