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LifeMark Partners is a unique partner-focused insurance marketing organization comprised of a national network of independent brokerage agencies. We operate exclusively in partnership with branded agencies like yours to help them develop new revenue streams and tap into areas of potential growth. Our reputation is built on personalized service, attractive insurance products and services, and a large network of successful partner agencies. We're a partner who can help facilitate, strengthen and extend your relationship with your customers.

### We Invite You to Join Us...and “Bring Your Own Business”

LifeMark understands its supporting role in helping member agencies grow their client relationships. It's our solutions-oriented, “roll-up-your-sleeves” approach that makes partnering with us so inviting. We'll work with you behind-the-scenes, providing turnkey support to help you expand your business and focus more on doing what you do best. We view all of our partnership relationships as six degrees of separation with ninety-four degrees of unity. We're close without being close-minded; united, yet independent.

## Today, It's All About Networking

Partnering with LifeMark gives you exclusive membership in a support network that shares common business goals, values and results. LifeMark works closely with our members to uncover new sales opportunities in both traditional and non-traditional distribution channels. The result: a collective reach that includes—and goes beyond—the well-established network of life insurance sales professionals and into an emerging mix of financial markets and outlets.

Our shared goal is to help you:

- Expand, deepen and diversify your customer relationships
- Increase your penetration of attractive and untapped target market segments
- Fortify and enhance your regulatory awareness and training activities

## A Large National Footprint Leaves a Big Impression

LifeMark Partners is a single production source comprised of more than 40 independent life brokerage agencies across the United States. We have a proven track record of successfully leveraging the localized marketing expertise and personalized service of our member agencies with the efficiencies of a single source operation. Our large national presence has enabled us to forge special relationships with some of the most prestigious insurance carriers in the world—opening doors to immeasurable resources and opportunities that may otherwise be closed.

## Strength in Numbers

We have left our mark on many lives over our 35 years in business thanks to the deep, strong and extended relationships we forge with our many partners. Partners combine our unparalleled service and efficiency with the assurance and credibility of a recognized name and national brand to support their business building objectives and backstop their sales efforts. It's a winning formula that has withstood the most challenging economic times.

## *Step into the Future with the Right Partner*

Finding—and staying with—a partner that can help you make your mark as a leading financial organization involves many steps. Here are three that can help start you on your way:

### Step #1:

Make a list of the things you want and need from a partner. Here's what LifeMark brings to the table:

- Access to significant intellectual capital and marketing resources
- A broad-based product portfolio of highly-rated life insurance, long-term care, income generation and risk management solutions—all selected through a rigorous due diligence process
- Customized solutions for multiple markets: retiring baby boomers, high-net-worth individuals, small business owners, special needs families, ethnic communities and the women's market
- Efficient technologies to help support your agency services, back-office processing, regulatory awareness and sales performance measurement

### Step #2:

Talk to us about your goals and aspirations and see how they match up with ours.

### Step #3:

Explore the relationships we have with our extended family members. Our network consists of accomplished, ethical professionals who serve in a number of capacities within financial services industry organizations such as The National Association of Independent Life Brokerage Agencies (NAILBA). We're a major player with strong industry affiliations and deep-rooted relationships.

## The Strength of Many Communicators. The Power of One Voice.

The right relationship strategy can turn up the volume—for both your marketing and sales efforts. Our end-to-end communications strategy is designed to capture marketplace opportunities by providing you with:

- National marketing support. We support our brand with national marketing efforts, delivered through a variety of traditional, online and social media channels
- Professional service. Access to a dedicated staff of full-time LifeMark operations, technology and marketing professionals to help you build and implement proprietary programs
- Centralized infrastructure. Our national administrative center in Baltimore, Maryland gives us the scale, depth and consistency to fully support your ongoing business needs and help you structure solutions best suited for you—and your customers

## Together, Let's Leave Our Mark on Life

With our industry becoming more interactive, more customizable and more data-driven, we believe there are more reasons than ever to think differently about insurance products and services. We feel that our partnership “ecosystem” approach can present you with many new opportunities to better address your—and your customers’—ever-changing needs. LifeMark has the benefit of scale and investments in technology and services to anticipate and develop many of the components, capabilities, and proprietary platforms that support this dynamic new ecosystem. We’re eager to be a flexible and creative partner, adapting our capabilities to work closely with you in this exciting new financial era.

For more information on how we can work together, contact:

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