

Memo

To: All First UA General Agents
From: Jim Savo, FLMI, VP Operations & General Manager
Re: First UA Goals and Objectives

Hello All!

Are you meeting your 2013 First UA sales goals and objectives?

We're well into the second quarter of the year, and it's a good time to take stock of how you're progressing toward meeting your sales goals with First UA. To support your goals, I'd like to briefly review our products and tools to help you grow your Agency.

Some of you have realized the huge marketing advantage we have with our High Deductible Plan F+ Medicare Supplement. There must be a good reason why this is our #1 selling policy in New York! It's a product that has had two recent rate *decreases*!

If High deductible Plan F+ is not right for your client, that's not a problem. First UA offers nine other Medicare Supplement plans designed to meet a variety of budgets and needs.

First UA pays level commissions/renewals* on Medicare Supplements for the life of the policy. That may mean 10, 20, or 30 years of renewal income! I don't know of any other company that offers you a true long-term income stream like First UA.

Our Marketing Department has done a wonderful job explaining our products and benefits. Be sure to visit our Agent website for online Brainshark training, Marketplace Bulletins, advertising materials, etc. Visit <http://www.firstunitedamerican.com/office/> for more information.

First UA also offers weekly Training Webinars conducted by Senior Director, Ryan Sykes, to further educate you and help you get started in the Senior market. 'Appointed. Now What?' webinars occur every Wednesday at 10 a.m. Central. Register online today!

Don't forget our auxiliary products — the Lump Sum Cancer Plan and the Flexible Premium Annuity with a guaranteed 3 percent interest rate — a nice fit with our Plan F+.

For those of you already writing for us and growing your Agency, we thank you and appreciate your business. But if you have not yet penetrated the 65+ market, NOW is



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the time. Ten thousand Seniors are turning 65 every day in this country and changing their insurance coverage. Why not have them change it to you with a First United American Medicare Supplement policy?

Good selling!

Please contact the Home Office at 315-451-2544 with any questions.

**Limited to 6th policy year for Guaranteed Issue Medicare Advantage replacements; not applicable in WA.*

First UA is conducting Training Webinars for newly contracted and all appointed Agents every other Wednesday at 10:00 am CST. Register NOW on uageneralagency.com/office at www.unitedamerican.com/logon

First UA/UA is also conducting live Medicare Supplement Seminars across the nation. Call 1-800-925-6793 to reserve your seat today!