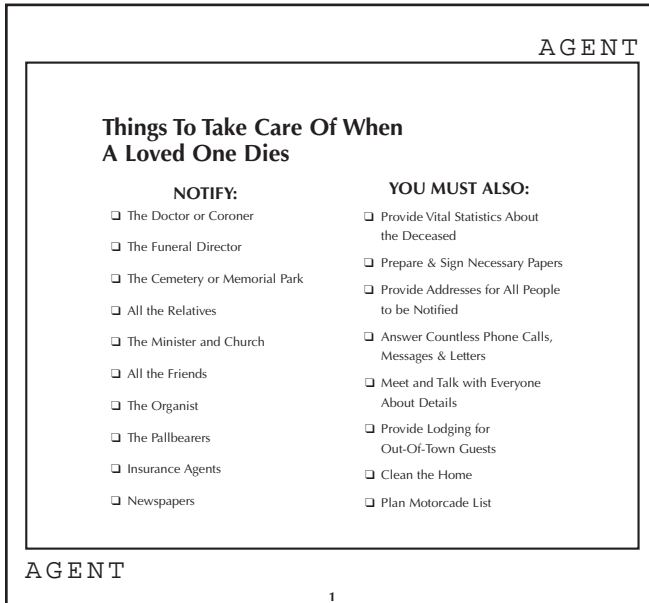
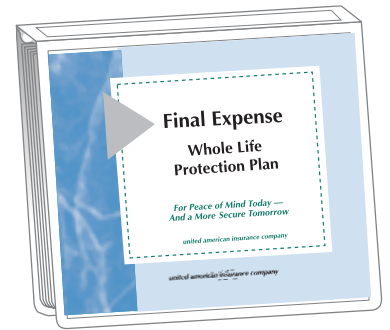


FINAL EXPENSE

Presentation Book Helps Final Expense Sell Itself



From the RT85, with its stable premiums, to the guaranteed renewable 400 Series, United American has a Final Expense policy for just about every age and lifestyle. These plans are competitively priced and are backed by the financial stability for which United American is known.

But not everyone knows about United American, its unmatched financial stability and its wide-ranging Final Expense products. That's where the Final Expense Presentation Book comes in.

This book helps the Agent take the prospect through UA's line of Final Expense products step-by-step, showing why the prospect needs this protection and how important it is to have the UA name behind the product.

Take a look at what this sales tool has to offer:

- The book is laid out in an "easel-style" easy-to-use three-ring binder format with pages that flip over for dual viewing. The Agent sees one side and the prospect the other (see example, left).
- The flexible design allows the Agent to tailor the presentation to his/her style and close the presentation in the Agent's own unique way.
- Pages are laminated for durability.
- The all-inclusive tool comes with a specimen application and rate card.

The 2000 updated version is available immediately in the states listed below for only \$12. Contact supply at (800) 285-3676 or uaagentsupply@torchmarkcorp.com to order this fantastic sales tool.

Agent sees

Prospect sees



The Final Expense Flip Book is available in jurisdictions marked "X" at press time.

AL	X	GA	X	MD	X	NC	X	TX	X
AK	X	HI	X	MI	X	ND	X	UT	X
AZ	X	ID	X	MN	X	OH	X	VT	X
AR	X	IL	X	MS	X	OK	X	VA	X
CA	X	IN	X	MO	X	OR	X	WA	
CO	X	IA	X	MT	X	PA	X	WV	X
CT	X	KS	X	NE	X	RI	X	WI	X
DE	X	KY	X	NV	X	SC	X	WY	X
DC	X	LA	X	NH	X	SD	X		
FL	X	MA	X	NM	X	TN	X		