## PERSPECTIVE



rom the desk of Gene Grimland

President, General Agency Marketing Division

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## **Get High On Life**

Everyone needs life insurance! Did you know that the average person is called upon to make more than 50 decisions after a loved one dies? Final Expense Life insurance can be a foundation of financial security, and at United American we're proud that we can offer this foundation to your clients. Your success in the Final Expense Life market is important to us and we are always looking for new ways to provide you with the tools you need to sell this vital coverage to your current clients and prospects.

There are several components needed for success in this special market:

- Competitive products
- Simplified underwriting
- Top commissions with advances
- Fast payment of claims
- Sales training support
- Good marketing tools
- Company commitment

United American has all these components in place. But, perhaps, the most important factor of all is the edge UA has as a company with a reputation of stability and service. What more could you want? With all that UA offers, and all you have given in return, it becomes clear why sales records are being set weekly.

The top Final Expense agencies in the nation are coming to United American. Does your agency need to consider this market? If so, our experts are available to assist you in the decision to sell this coverage. To find out more about Final Expense turn to pages 6-8.

Consider the advantages of selling Final Expense coverage. Open up your sales market and join UA in making this an incredible year of Life!