



ANDREW W. KING

President,
Exclusive Agency
Division

A handwritten signature in dark ink, appearing to read 'Andrew W. King', written in a cursive style.

“Accept challenges
so that you may feel
the exhilaration of
victory.”

– David Salton

Offering A Dose Of Good Sense

At United American we are committed to offering our **T.E.A.M.** salesforce the tools they need to succeed. And, our **T.E.A.M.** knows that UA offers the best sales opportunity with the best products available. UA takes pride in being a leader in the insurance industry and in the senior health market. However, for years UA has successfully carved out a niche in the underage market as well.

The Good Sense Plan (GSP), an upgraded version of our HSXC 7500 with increased benefits, was introduced in March of 1999. The GSP was created for individuals ages 0-63 with a need for hospital and surgical coverage. Unlike most health plans which are structured like major medical coverage, the GSP offers a scheduled benefit coverage. This plan should not be considered a major medical plan, nor should it be sold to replace one. However, it is a less expensive and guaranteed renewable alternative. For more information see pages 6-7.

Taking advantage of the opportunity offered by the GSP not only pays you a higher commission, it opens the door to a broader market. Using the customer base you have created with the GSP you can expand your sales by offering these prospects the Cash Benefit Cancer Plan (CANB). With a choice of up to a \$50,000 one time cash benefit and issue ages 0-69, the Cancer Plan offers added protection to any UA health product. See pages 8-9 for more details on the Cancer Plan.

By offering the GSP packaged with the Cancer Plan, you are sure to boost your production, increase your income and help your customers get the protection they need. The market is there, UA offers the products but, it's up to you to tap into your selling skills that can take you and your **T.E.A.M.** to the TOP!

As always, I respect and appreciate your efforts toward a higher level of excellence. None of us is as strong as all of us working together to reach even higher levels of success.

WELCOME NEW BRANCH MANAGERS

Dan Bridges has been appointed Branch Manager of the new **Hartford, CT Branch**.

Dave Marler has been promoted to Branch Manager of the **Tyler, TX Branch**.

Congratulations!