

Why choose North American?

The financial services industry is changing. You're continually working to **refine your agency, explore new opportunities, and generate more revenue**. At North American, we understand the landscape and are evolving right along with you. We're here to be a trusted partner and are committed to the brokerage space for the long term.

► Helping your agency generate additional revenue

In a world of shrinking margins, we want to help you take on the challenge of generating new revenue for your agency. Think of our regional vice presidents and wholesalers as an extension of your team. We're all driven by the same goal—growing your business. We'll do this through creative sales concepts, fresh marketing tools, and the most committed wholesaling teams in the business. We choose to work with a core group of agencies, so we can go deeper into their business and truly focus on what's important for each agency.

► Comprehensive portfolio with next-level value

We offer highly competitive products across the board – from term, to guaranteed universal life and a wide variety of indexed universal life products. But the value doesn't stop there. We take a holistic approach to ensuring our product line-up is adding value for you and your business that you won't get elsewhere.

- Competitive pricing across our portfolio, unmatched by others in the industry
- Living benefits without additional premium and unique, client-centered features help our products stand out from the pack.
- With our seamless e-App and WriteAway® accelerated underwriting process, your applications will move as fast as your business does.

► Connections on every level

The relationships we have with you and your agency team matter to us. That's why we take a relationship-centered approach to working with you. From our top leaders, new business and underwriting team, all the way to our sales team, our philosophy doesn't change. We strive to be accessible, consistent, and reliable.

► Stability you can trust now *and* in the future

As the industry continues to change and evolve, our private ownership, A+ ratings, and long-term vision only make the above areas that much stronger. As a company based in the U.S. with a history of stable leadership, we can focus on organic growth instead of acquisitions.

We'll be here for the short-term wins, as well as the long-term commitments. You can take comfort in knowing that your business partner is strong and stable.