

Our best tools for getting your client's attention



Your clients might be going into information overload at the moment. Keeping up with the local news, working from home, taking on the role of “teacher,” and much more. How can you cut through all the chatter?

We've rounded up some of our top pieces of client-friendly content you can use today to start, continue, or revive a life insurance conversation.



Video Content

Visit our [YouTube](#) channel for more than a dozen videos you can distribute via email, text, or social media. Simply click the “share” button and choose your desired platform, or copy the link in the address bar at the top of your internet browser.

Smart Money

IUL offers more than you might expect

SHARE VIDEO

Living Benefits

Educate clients on all that life insurance has to offer. In addition to the death benefit, life insurance can offer protection while your clients are still alive. Share this video with clients to bring the power of living benefits to life.

The power of living benefits

IUL Education

Death benefit protection is more important than ever. But this is also the time to emphasize the benefits of North American's indexed universal life (IUL) insurance products. Our IUL policies are protected in times like these through the zero percent floor and an index starting point that resets on an annual basis. Use our interactive website, client flyer, or videos to help educate your clients on IUL.

What is IUL?

How does IUL work?

How does an index account work?

How does an index account work?

Policy Review Video

Is it time for a policy review? Share this video with your clients to help them identify life events when it may be helpful to evaluate their current life insurance policy.

Tips for reviewing your life insurance policy

1. Please note that any death that occurs during the contestable period requires a routine contestable investigation, as defined by the incontestability terms in the policy. An investigation includes the review of multiple variables (including accuracy of information presented on the application, policy provisions and applicable state laws, rules and regulations). North American does not provide legal advice. If you or your clients have specific questions with regard to state laws, we recommend that you discuss those with your own independent legal counsel.

2. Accelerated death benefits are subject to eligibility requirements.

Indexed universal life insurance products are not an investment in the “market” or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

Agents offering, marketing, or selling accelerated death benefits for chronic illness in California must be able to describe the differences between benefits provided under an accelerated death benefit for chronic illness and benefits provided under long-term care insurance to clients. You must provide clients with the ADBE Consumer Brochure for California that includes this comparison. Comparison is for solicitation purpose only, not for conversions.

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