

Introducing...

<p>LEVEL PLUS <i>Fixed Insurance Production Credit Incentive Program</i></p>



To: CCS Registered Reps

From: Amanda Kluever
Compliance Officer & Rep Services

Date: 11/27/2009

704 River Place, Madison, WI 53716 (608)221-4545

Our Goal is to Help You Meet Yours

Dear Registered Reps,

At CCS we appreciate the opportunity to share in your success. It is our on-going mission to provide you with the tools and incentives you need to reach your goals.

We are pleased to announce our new LEVEL PLUS incentive program for placing your fixed insurance business through CCS. We understand that you have a choice with whom you partner and we want to earn your business by offering you marketing and product expertise through our partnership with the national marketing companies Bachmann Brokerage and ECA Marketing, Inc. Please see the attached information sheets for each of these companies.

Under the LEVEL PLUS program we will give you production credits for your fixed annuity and insurance business that will be applied to your securities business commission tiers. This will give you the opportunity to increase your overall payout with CCS as well as an opportunity to achieve Top Producer status with CCS.

LEVEL PLUS INCENTIVE PROGRAM:

<p>Fixed Insurance and Non-Indexed Fixed Annuities <i>-receive 10X the amount of override received by CCS</i></p> <p>Example 1: Annuity for \$100,000 @ 6% = \$6,000 .25% override to CCS = \$250 = \$2,500 production credits</p> <p>Example 1: Life Premium of \$10,000 @ 80% = \$8,000 10% override to CCS = \$800 = \$8,000 production credits</p>	<p>Fixed Indexed Annuities <i>-receive a 90% payout*</i></p> <p>*Indexed annuities are subject to CCS supervision and procedures. Indexed Annuity transactions must be placed through CCS and the national marketing companies with which we have agreements. Given that the indexed annuity payout is 90% a production credit is not applicable.</p>
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For More Information Please Contact Amanda Kluever 800-783-6666 or 608-221-3347

Contact: Stu Bachmann
Bachmann Brokerage, Inc.
555 Industrial Drive, Suite 6
Hartland, WI 53029
Toll Free: 800-686-0220
www.bachmannbrokerage.com



CARRIERS AVAILABLE WITH BACHMANN BROKERAGE, INC.

ING (A Excellent A.M. Best)

- ☑ Fixed & Index Annuities

West Coast Life (A+ Superior A.M. Best)

- ☑ Term Life, UL, Survivorship & Annuities

North American Company (A + Superior A.M. Best)

- ☑ Term Life, UL & Annuities

Met Life (A+ Superior A.M. Best)

- ☑ Term Life, UL, Whole Life, Survivorship & LTC

Genworth Financial (A+ Superior A.M. Best)

- ☑ Term Life, UL & LTC

AVIVA (A+ Superior A.M. Best)

- ☑ Guaranteed Index UL & Term Life

American National (A Excellent A.M. Best)

- ☑ Fixed Annuities

Prudential (A+ Superior A.M. Best)

- ☑ Term Life, UL & Survivorship

Principal Financial Group (A+ Superior A.M. Best)

- ☑ White Collar LTD & UL

Old Mutual (A Excellent A.M. Best)

- ☑ Fixed & Index Annuities & Term Life

RBC Liberty Life (A Excellent A.M. Best)

- ☑ Term Life - Excellent Smoker rates & Annuities

Assurity Life Insurance Co, (A- Excellent A.M. Best)

- ☑ Disability, Business Overhead Insurance & Whole life

Lincoln Financial (A+ Superior A.M. Best)

- ☑ Term Life, UL, Survivorship & Annuities

Transamerica (A Excellent A.M. Best)

- ☑ Term Life, UL & Survivorship

John Hancock (A+ Superior A.M. Best)

- ☑ LTC, UL & Annuities

NSS Life

- ☑ Fixed Annuities - 1, 2 & 3 Year annuity

Other Companies Available

Fort Dearborn / EMC Life / AXA / Protective Life / Union Central

Presidential Life / United of Omaha / Hartford / American General

Lincoln Benefit / Banner Life / Equitrust / Greek Catholic Union

Sun Life / Transamerica Family Markets Term / Illinois Mutual

American General / Allianz / Fidelity Life / Mutual Trust / Minnesota Life

Our Services / Advantages

Service provided from one of the owners

Top GA contracts regardless of production

NO Production Requirements

Web access for quotes and forms

Timely update of trends and new products

Access to our personal underwriter to review your hard to place cases

Brokerage is our only business - We will never compete

With 20+ years in the business, we offer the stability that we will be there to take care of your needs

Streamline your business with Bachmann Brokerage, Inc

We will run your illustrations the same day requested

We will scrub your apps for missing information

We will set up the paramedical requirements

We will track and update you on the underwriting Process

We will help you place more business

Annuity BonusPlan - call for details

FOR MORE INFORMATION CONTACT:

Fredrick M. Bachmann, CLU, ChFC or
Stuart V. Bachmann or E-mail us at
stu@bachmannbrokerage.com

262-367-4980

800-686-0220

www.bachmannbrokerage.com

Call ECA Marketing for Access to these Sales Tools

Yellow Pad Presentation



How to Build a Referral Based Business



Blueprint for Life



Tax Traps Involving Life Insurance & Annuities



The "Power of Safety" Laminated S&P vs. Annuities Chart



Why ECA Marketing?

ECA History

ECA Marketing has roots dating back to 1985. Purchased and re-branded as ECA Marketing in 1997 by Elliott "Hap" Cobb, ECA Marketing is a National Life and Annuity Marketing Organization doing business in all 50 states and several U.S. territories. Since 2006, ECA Marketing has produced over \$3 Billion in Fixed Annuity Premium and \$85 Million in Target Life Premium. ECA Marketing Management currently sits on the Field Advisory Councils of six carriers and is one of the country's largest Independent Marketing Organizations.

ECA Life

ECA Marketing specializes in Premium Financing, Life Settlements, Business Markets, Estate Planning/Wealth Transfer Concepts, and all traditional life insurance.

As an ECA agent, you have "The Power of NFP" behind you. NFP is one of the largest distributors of life insurance in the U.S. with annual target premium of \$600 Million. We provide you with NFP dedicated carrier reps, staff support and underwriters. With over 35 Life Insurance Carriers to choose from, you are always working with some of the most competitive carriers and products for your clients' needs. Our reputation and service model places us as one of the industry's leaders.

ECA agents have a dedicated life marketing consultant team trained to assist you in advanced case design and implementation. They will personally work with you and your clients to provide solutions for each unique situation.

ECA Annuities

ECA Marketing provides annuity products for 9,000 independent agents nationwide and provides the fixed annuity platform for all NFP companies.

Additionally, ECA Marketing works with several national producer groups. We provide them with administrative and back office support for over 50 carriers. Our reputation and service model places us as one of the industry's leaders.

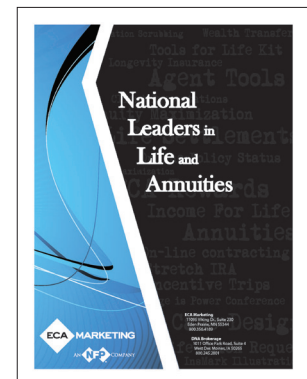
ECA Marketing provides each agent with an individual sales consultant. These sales consultants are part of a team which in turn are a resource for sales ideas and timely communication of industry trends, sales promotions, and the introduction of new hot products.

Our annuity administrative staff will process and overnight your business directly to companies, track 1035 exchanges and transfers, and act as troubleshooters when necessary.

ECA Added Values

- Sales Tools
- Personal Sales Consultant
- Agent Education
- Knowledge is Power
- Producer Incentive Trip
- ECA Rewards
- ECA Store
- Personal Phone Service
- Online Contracting
- Individually Assigned Contracting Administrator
- Online Term Applications
- New Business Processing
- Broker Gear

www.ecamarketing.com



[Download Complete ECA Marketing Brochure](#)

ECA Marketing, 11095 Viking Dr., Suite 230, Eden Prairie, MN, (800) 356-4189
DNA Brokerage, 1011 Office Park Rd., Suite 4, West Des Moines, IA, (800) 245-2801





ECA Fixed Annuity Sales Desk Contact Guide

**ECA Fixed Annuity Sales Desk
11095 Viking Drive, Suite 230
Eden Prairie, MN 55344**

Phone: 877-941-5273
Web: www.ecamarketing.com

Annuity Sales & Marketing (Case Design, Product Consultation)

Joe Spillman (ext 203)	joe@ecamarketing.com
Kevin Nordberg (ext 206)	kevin@ecamarketing.com
Kelly Lowrie (ext 229)	kellyl@ecamarketing.com
Chris Foley (ext 254)	chris@ecamarketing.com

Annuity New Business (Application Questions & Case Status)

Jamie Boughner (ext 240)	Jamie@ecamarketing.com
	Direct fax – 952-229-8350

Contracting & Licensing (Agent/Carrier Appointments)

Jamie Boughner (ext 240)	Jamie@ecamarketing.com
	Direct fax – 952-229-8350

Supplies (Sales Literature, Application Packages)

Anna Souvannarath (ext 261)	anna@ecamarketing.com
	Direct fax – 952-224-0243