

Important Update from Creative Marketing

At Creative Marketing, we're constantly evolving and refining our processes to provide you with the best service in the business. In an effort to meet your needs, we've developed a unique platform to consistently offer the type of knowledge, know-how and support that will help you grow your business and stay one step ahead of the competition. This platform includes:

- **Unrivaled sales support**

We've structured our sales support group into three teams critical to handling your specific needs. No detail is too small and no case is too large. Whether we're delivering illustrations and supply orders, sharing product knowledge and sales strategies, or creating advanced marketing and sales solutions, we're committed to ensuring that you maintain a competitive edge.

- **Comprehensive agent education and training via your new website – coming soon!**

This information-packed site offers quick and easy access to the tools and information that will help you assist your clients more successfully. You'll be able to view your individual case information and status, along with contracts and sales kit order history, in a snap while enjoying one-click access to innovative sales tools and collateral.

- **Dynamic Marketing Portal (DMP)**

The DMP packages a collection of powerful applications to aid in lead generation, relationship management, customization of compliant marketing materials and so much more. Accessible anytime, anywhere with just the Internet and a single log-in, you'll be able to expand your reach, find new clients and increase sales in no time.

To ensure we're maximizing the value of our platform, we've decided to modify the annuity application and service fulfillment process. To improve processing time, eliminate inefficiencies and, ultimately, help you get paid faster, your annuity applications and all required documentation should be sent directly to the carrier for processing.

At the time of submission, please fax or e-mail a copy of the annuity application to Creative Marketing. As always, Creative Marketing will continue to stand by you and serve as your advocate should any escalated issues arise.

Please keep in mind:

- To expedite getting answers to your pending case status you may contact the carrier home office via phone or through their websites.
- The only paperwork exceptions that must be sent directly to Creative Marketing are:
 - Cases requiring our signature guarantee
 - All Annexus applications
- ALL CONTRACTING should continue to be submitted to Creative Marketing via the ECS website

HBW and Creative Marketing remain committed to providing superior agent service and will continually look for ways to support your endeavors. If you have questions regarding the new process, please don't hesitate to contact Creative Marketing. We appreciate your business and look forward to the increased efficiencies these changes will bring to your practice.