



Sunderland
Group *est. 1968*

- ***BEST Carriers***
- ***BEST Commission***
- ***BEST Service***
- ***BEST Systems***

Supporting Tens of Thousands
of Independent Advisors with
Proprietary Tools and Systems

Annuity

Life

LTCi

Disability

Med Supp

Health Supp



Brad & Derek Sunderland, Owners

Sunderland Group Difference

WHY SUNDERLAND GROUP IS RIGHT FOR YOU

Sunderland Group has a tradition of superior service and support. Partnering with us is the easiest and wisest decision independent advisors can make. We have built a loyal following of successful advisors due to the outstanding service and support we provide. Our staff members pride themselves on giving the **right answer, right now.**

Learning more about Sunderland Group may be one of the most profitable moves you have ever made for your business.

Some marketing organizations stand out above the others not just for their experience and resources, but also for their dedication to the advisor's best interests. Sunderland Group does just that.

ABOUT US

Mission Statement:

Supporting independent advisors with proven proprietary selling systems creating unlimited sales opportunities.

History and Purpose:

Founded in 1968, Sunderland Group (SG) is the ORIGINAL Field Marketing Organization catering exclusively to tens of thousands of independent advisors nationwide. Unlike most marketing organizations, SG is a full-service, standalone, truly self-sufficient company staffed with highly trained and motivated consultants. SG brings to the industry of independent advisors the Best of the Best:

- **BEST Carriers**
- **BEST Commission**
- **BEST Service**
- **BEST Systems**

BUY/SELL "ADVISOR'S RETIREMENT PLAN"

Want a BIGGER PAYCHECK? Take part in our BUY-SELL program. SG offers the only GUARANTEED BUY-SELL program in the industry. We will piece together an EXIT Strategy for your business which can amount to MAJOR cash for you and your agency.

Combine this BUY-SELL with our proprietary systems, unparalleled service/support, and highest advisor payouts...you have the BEST of the BEST.

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SELLING SYSTEMS

Sunderland Group has the TOP contracts with the best carriers and the TOP advisor payouts ~ so does everybody else. What do we do that makes us different? We provide our partners access to proven prospecting and proprietary selling systems. Our systems focus on two main principals that are common to every advisor's future: Who are you going to SEE and what are you going to SAY?

Sunderland Group has been providing independent advisors and agencies life and annuity solutions for more than 40 years nationwide.

SG selling systems provide unlimited sales opportunities for our advisors week after week after week. Our proprietary selling systems can be made available if the advisor has what it takes. Advisors who have already made the switch serve as proof that our systems really work!



www.sunderlandgroup.com

Successful Strategies for your business needs

PROSPECTING SYSTEMS

We have several proven systems available supplying pre-qualified consumer LEADS to our successful advisors. Our programs allow you to work smarter, not harder.

- DIRECT MAIL
- DIGITAL PROSPECTING
- SEMINARS
- 501(c)3 NON-PROFIT
- PERSONAL SALES COACH
- NEWSLETTERS
- WEB DESIGN & MAINTENANCE
- Rx DISCOUNT CARDS
- APPOINTMENT SETTING

“ I used to produce \$5 million Annuity Premium annually with NO system.
NOW I produce \$25 million. That's a 500% INCREASE. Thank you Sunderland Group! ”

-Tony, Minnesota

More Choices

MEANS MORE SALES. IT'S THAT SIMPLE

- OVER 50 CARRIERS TO CHOOSE FROM
- TOP ADVISOR PAYOUTS
- BUY/SELL “ADVISOR’S RETIREMENT PLAN”
- M.E.R.A. PROGRAM
- PROVEN PROSPECTING SYSTEMS
- ADVISOR MARKETING DOLLARS
- CASH REFERRAL PROGRAM
- PROPRIETARY SELLING SYSTEMS
- AFFILIATE E&O PROGRAM
- WEBINAR ADVISOR TRAINING SESSIONS
- TRAVEL INCENTIVE PROGRAM

SALES CONSULTANTS / CASE DESIGNERS

EXPERIENCE and KNOWLEDGE you can count on! Our consultants take pride in giving the right answer, right now.

The personal advisor relationships created by our SC's continue to flourish and multiply everyday. Sunderland Group's sales consultants personal production experience gives an added value to our advisors future business.

Sales support, problem solving, advisor training, case design, sales ideas, advanced underwriting and more are all roles our sales consultants assist with everyday. Our SC's are constantly improving their skills and knowledge weekly, participating in informative training sessions, keeping them and our advisors on the cutting edge of our ever changing industry.



m.e.r.a.
Marketing Expense Reimbursement Allowance Program

- BRONZE
- SILVER
- GOLD
- DIAMOND

“ **I cannot tell you how amazed I was to find out just how much money we were losing with our former brokerage firm. We thought we had one of the best deals in the industry, WOW were we wrong. We are sure glad we made the switch.** ”

-Victor, Texas

NEW BUSINESS CASE MANAGERS

Advisors are assigned an experienced and highly reliable case manager creating a simple more efficient processing experience. New Business case managers take care of the back office needs, so advisors can focus on submitting their next case.

Case managers upload/image applications direct to over 50 carriers. The carriers provide daily status feeds, keeping our advisors in the know during the entire underwriting process. Advisors and Agencies have secured access to new business 24/7 via our Manage My Business portal on the web.

We are pleased to offer eApp, a paperless new business submission process. The eApp process reduces processing time by 10-15 days on average and increases productivity by 25% or more. Sunderland Group is proud to offer eApp and continues to encourage more of our carriers to offer this efficient paperless process.