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AN INTEGRITY COMPANY

T65 MEDICARE MODEL

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provides a systematized approach for new agents to rapidly specialize in the Medicare

What is our T65 Medicare Model?
Our T65 or Medicare Age-In Model provides a systematized approach for new agents to rapidly specialize in the Medicare market while establishing a substantial and renewable income base year-over-year.

With our local relationships with carrier representatives and the Integrity Marketing brand recognition, we are in the unique position to give agents access to high-powered sales and lead tools with a local presence.

Core Features of the Model • Education- Our core base of clients is a blank slate and relies on agent expertise to navigate what is a very confusing and stressful time when they select a Medicare plan.
• Client Relationships- Our model creates a lifelong client with continuous contact throughout the year, ensuring quality service.
• Financially Rewarding- The financial incentives for agents with this system start with the double compensation for New-to-Medicare clients and continue to reward the agent as clients renew year-over-year.
• Exponential Growth- The growth model ensures agents can continue to increase income year-over-year through a low-impact/high persistency portfolio of products.

Tools of our Team
• Direct Mail- The foundation of our model, which every member of our team utilizes, is our Direct Mail operation with territorial deconfliction to ensure a geographic identity for each agent. This 3-month rolling campaign provides organically generated leads all year.
• AEP Marketing- Each agent is responsible for maintaining client business during the Annual Election Period and creating new business during this time.
• Referrals and Networking- Agent-driven referral and networking efforts determine the speed and scope of financial growth of any agent's book-of-business
• Clinical Engagement- Some agents will also have the opportunity to participate in our clinical engagement opportunities, which vary by market.
• Cross Sell- Our highly diverse and market-leading portfolio of Ancillary and Life products ensure we can cover a client's Life, Health, and Wealth needs.

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"Please note that the information provided here serves as general guidelines and should not be considered as fixed timelines for progress. Each individual's journey is unique, and personal circumstances, abilities, and experiences can significantly influence the pace of development. We encourage you to use this as a flexible framework and adapt it to your new agent's specific needs."

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