



I couldn't be more excited to write to you today.

When I was offered the National Sales Director position here at Mutual of Omaha, it was the culmination of more than 20 years in the financial services industry. And while the landscape has changed over the past couple decades, some things remain the same.

For starters ... Mutual of Omaha and our commitment to you. Consider that while other carriers may be questioning their place in long-term care insurance market, we've never wavered on our commitment to this ever-increasingly important product. Here are a few reasons to choose Mutual.

- Devoted Underwriting and New Business Teams | Our underwriting and new business teams are here to help you and your agents be as knowledgeable (and successful!) as possible, from offering training webinars to answering your pre-screen emails.
- Marketing Content | Having a great product at the right rate is only half the battle. The other half is creating eye-catching materials to promote our product to your clients. We create the engaging, compliant materials you need to make the sale.
- Claims Support | We believe in the old saying, "Service after the sale." That's why we add seasoned leadership, claims specialists and care coordinators to provide your clients a seamless and exceptional customer service experience when they need it most.

Likewise, we've enhanced our disability product portfolio with the addition of Mutual Income SolutionsSM. Covering a wider range of occupations (including medical professions), this new disability product offers numerous optional add-on coverages, stackable discounts up to 30%, and an increased maximum monthly benefit of \$20,000.

These are just a few reasons I'm so excited to be here today. Another is because I get to work with great people like you. I can't wait to see how we can work together to build your business.

If you have any questions or want to talk, feel free to reach out.

Sincerely,

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