



## Marketing and Sales Systems

The following is a list of various marketing systems and vendors, marketing tools, and communication methods that have been reviewed in the past by National Life Group's ("NLG" or the "Company") Advertising Guidance Team ("AGT").

Please be aware that while these items have been reviewed and found compliant in the past, it does not mean that they can be used as-is without further review. This is meant as a resource for systems and tools that should be approvable. **All marketing and communications used by Registered Representatives ("RRs") and/or Investment Adviser Representatives ("IARs") of Equity Services, Inc. ("ESI"), or that references an NLG company, product, or unique feature, or that is used in a K-12 school where NLG offers a 403(b)/457(b) retirement plan, must be submitted for prior review and approval to the AGT.**

**Agents who are not registered to offer securities or investment advisory services** through ESI are not limited to the marketing and sales systems they use, and such systems and their output are not subject to NLG's compliance review, under the following conditions:

- Marketing and communication created make no mention of any National Life Group company, product or unique feature such as ABR Critical Injury, LIBR, GLIR, etc.
- Marketing and communication created make no mention of securities, financial planning or investment advisory services.
- Marketing and communication created will not be used in a K-12 school where NLG offers a retirement plan.

The items below that are asterisked are known to contain securities-related information and would be limited for use by either RRs or IARs of ESI.

### COMPLIANT BOOKS

**Note:** Due to their extensive review requirements, books will not be reviewed unless they are sponsored by NLG's senior leaders.

*CAUSE!* by Jackie and Kevin Frieberg (must be accompanied by the bookmark available on our website under Marketing/CAUSE – can be printed on your own printer)

*Tax-Free Retirement* by Patrick Kelly

For Agent/Representative Use Only – Not For Use With The Public  
REV. 11.2024

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

## **UNAPPROVED BOOKS**

*The Power of Zero* by David McKnight

*The Retirement Miracle* by Patrick Kelly

## **COMPLIANT CLIENT DATABASE PROVIDERS**

In general, desktop-based client databases such as ACT would only be seen by the agent and would be used as a means for keeping track of client information and recording client contact activity. This type of use would not be considered advertising, would not be subject to advertising review, and may be used.

If a client database had a marketing component – letter templates, email interface, etc. – then those marketing and client communication pieces could not be used without prior review and approval by the AGT.

Online client databases:

RedTail CRM, and SmartOffice have been approved for use for their client database functions only. Their reporting and marketing functions may not be used with the public, unless output and communications are submitted to the AGT for prior approval. RRs of ESI must sign an agreement with ESI regarding terms of use.

## **UNAPPROVED CLIENT DATABASE PROVIDERS**

Only RedTail CRM and SmartOffice have been reviewed as of November 2024.

## **COMPLIANT DIGITAL BUSINESS CARDS**

Digital business cards provide a QR code or other device that will connect to a person's digital device to provide the producer's contact information digitally to their device. Systems may have functionality to share the producer's website, social media sites and other information. As with other advertising, if the producer is neither a representative of ESI or a fingerprinted staff of an ESI rep, then their use of this type of service is not subject to review and approval by the AGT as long as the content does not reference NLG, its companies, products or unique product features.

Systems/cards being considered by ESI reps and their fingerprinted staff may not include any types of electronic communication that is not captured by ESI. It must also not provide any information about the representative without their securities disclosure being no more than one-click away, and their use of the system/card would require prior review and approval by the AGT through the standard advertising review process.

## **APPROVED DIGITAL BUSINESS CARDS**

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

Bling.me

## UNAPPROVED DIGITAL BUSINESS CARDS

QR Code Chimp

HiHello

Dot.

## COMPLIANT EMAIL MARKETING PROVIDERS

NLG supports two email marketing systems. Please note that all email marketing subject to review (all advertising for ESI reps, and select advertising for non-ESI reps, is subject to our review and prior approval – on the Agent Portal, click on the Compliance tile on the right-hand side of the home page and go to the Compliance Manual, specifically the Advertising section) must comply with NLG's email marketing guidelines, which can be found on the Portal at [Compliance>>Advertising/Social Media>>Telemarketing and Email Solicitation](#).

- **Broadridge** is one of the Company's two website vendors approved for affiliated agents and ESI reps to use for their personal or agency websites, and one of the offerings is a compliant email marketing system with preapproved content.
- **Faulkner Media Group (FMG)** is the other of the Company's two website vendors approved for affiliated agents and ESI reps to use for their personal or agency websites, and one of the offerings is a compliant email marketing system with preapproved content.

Agents not registered with ESI, not mentioning any NLG companies, products or unique product features, and not marketing in an NLG 403(b)/457(b) K-12 retirement plan are not limited in the email marketing systems they use.

## UNAPPROVED EMAIL MARKETING PROVIDERS

- Calltextemail.com
- Constant Contact
- Outbound Engine
- Persontation
- e-Relationship
- Snappy Kraken (still being evaluated as of November 2024)

## COMPLIANT LEAD SERVICES

- AcquireUp (formerly White Glove and LeadJig) - All personalized marketing materials would need to be submitted to the AGT for prior review and approval.

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

- Addio ([www.ouraddio.com](http://www.ouraddio.com) consumer site; [www.ouraddio.com/experts](http://www.ouraddio.com/experts) advisor referral site)
  - Addio (the vendor) offers free estate planning document retention to the public, plus the ability to pay to have basic estate documents drafted.
  - Agents and advisors can request to assist households who use the service with their estate planning questions by adding their bio to the “/experts” portion of the site. There is no fee to the agent/advisor.
  - Addio provides no information about the agent/advisor to consumers - they only provide the agent/advisor a place to list their bio and contact information. There is no electronic communication capability in the Addio system.
  - **Representatives of ESI using this system must comply with the following restrictions:**
    - **The bio must have prior review and approval from the AGT. Submit through the standard advertising process.**
    - **If the ESI representative provides an email address on their Addio bio, it must be one approved by ESI. If the ESI representative provides a cell phone number on their bio, it must be a CellTrust number approved by ESI, or else indicate “Voice only.”**
    - **Any form letter or form email prepared by the ESI representative for reaching out to the consumer must have approval by the AGT prior to use**
    - **If the ESI representative participates in any virtual calls/webinars for coaching and peer support purposes offered by Addio, they may not use any messaging, whiteboard or other communication features offered by the virtual meeting software as that is not captured by ESI. They are limited to visual and voice communications within the virtual meetings.**
    - **If additional functionality is added for agents/advisors on the Addio system, it is not approved for use until the AGT is made aware of it and formally approves it.**

Note that agents/advisors do not need to obtain prior approval from NLG/ESI/AGT to use the system, but ESI reps do need to comply with the above restrictions if they do use the system. There are no restrictions on use for agents who aren't registered with ESI as long as their form letter/email communications make no mention of NLG or any NLG company, product or unique product feature.

- AgentInsider
- Dave Ramsey Endorsed Local Provider network (marketing requires prior review and approval)
- Discovery Data (recruiting)
- Financial Planning Association PlannerSearch

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

- Planswell.com
  - Planswell (the vendor) offers free retirement planning software to the public.
  - Agents and advisors can request to assist households who complete a plan using the software. Agents and advisors agree to provide free advice on the retirement plan. Once given, they may ask if the consumer has other financial needs they would like to discuss. Agent/advisor pays Planswell for access to software and coaching and can receive some of their monthly fee back based on how many households they help each month.
  - Planswell provides no information about the agent/advisor to consumers - they only provide the consumer's contact information to the agent/advisor. There is no electronic communication capability in the Planswell system.
  - **Representatives of ESI using this system must comply with the following restrictions:**
    - **If the ESI representative provides an email address to Planswell, it must be one approved by ESI. If the ESI representative provides a cell phone number for texting to Planswell, it must be a CellTrust number approved by ESI.**
    - **Any form letter or form email prepared by the ESI representative for reaching out to the consumer must have approval by the AGT prior to use.**
    - **If the ESI representative participates in any virtual calls/webinars for coaching and peer support purposes offered by Planswell, they may not use any messaging, whiteboard or other communication features offered by the virtual meeting software as that is not captured by ESI. They are limited to visual and voice communications within the virtual meetings.**
    - **If additional functionality is added for agents/advisors on the Planswell system, it is not approved for use until the AGT is made aware of it and formally approves it.**

Note that agents/advisors do not need to obtain prior approval from NLG/ESI/AGT to use the system, but ESI reps do need to comply with the above restrictions if they do use the system. There are no restrictions on use for agents who aren't registered with ESI as long as their form letter/email communications make no mention of NLG or any NLG company, product or unique product feature.

## UNAPPROVED LEAD SERVICES

- Deft lead conversion service for SmartAsset Users
- Lead Generating Systems, LLC – may also be known as Unlimited Fulfillment Services, Inc., Smart Leads, UFS Marketing Services, Annuity Leads and Annuity Leads Today

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

- Leadstoclose
- Netquotes

## **COMPLIANT NEWSLETTER PROVIDERS**

Newsletters require review and approval before being disseminated. Many of the newsletters below – such as Emerald/Broadridge – provide their content to us directly for review, so we only need to review the agent’s personalization (“masthead”) kept on file and added to the newsletter template by the publisher. For these types of newsletters, masthead information can be given a three-year approval and would not need further review until it expires or unless changes were necessary.

Other newsletters are customized each month by the agent, requiring us to review and approve each new issue prior to publication.

- Broadridge (formerly Emerald) – numerous titles\*
- FMG\*
- Carson\*

## **RANKING/RECOGNITION AWARDS & MARKETING**

Several companies offer awards to financial professionals based on being among the highest within a defined group for assets managed, customer service feedback and other metrics. Generally, the award and inclusion in the published list of awardees is free to the financial professional. The vendor hopes that awardees will purchase more prominent and elaborate ads, social media, etc. that touts the new award. The nomination form and all subsequent advertisements for the award require prior review and approval by the AGT, unless the awardee is not registered with ESI, and none of the award materials makes mention of any NLG company, product or unique product feature.

### **RANKING/RECOGNITION AWARDS & MARKETING – COMPLIANT**

Five Star Wealth Manager Award – ESI reps, refer to ESI Field Notice 2023-08

### **RANKING/RECOGNITION AWARDS & MARKETING - UNAPPROVED**

DataJoe Research Top Wealth Managers

Top 100 People in Finance Award/Magazine

## **COMPLIANT SALES SYSTEMS/SOFTWARE**

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®



New sales systems and software packages require extensive resources to fully review and modify them, and to stay on top of updates and revisions. New sales systems and software packages must be reviewed by NLG's Marketing Due Diligence committee to determine if there would be sufficient benefit to the field to warrant supporting the new system.

The following systems have been reviewed and found compliant in the past. While these systems have been found to be approvable, **all marketing materials for these systems would need to be submitted to the AGT for prior review and approval.**

- Advocacy System
- BizEquity business valuation tool
- businessKillers
- BlackRock Social Security Estimator\*
- Business of Medicine
- Circle of Wealth (COW)/Moneytrax (limited content) – NLG has reviewed and approved a customized version of the following modules – for authorized software subscribers only:
  - Circle Talk
  - Private Reserve Strategy
  - Mortgage Master
  - Personal Economic Model - all versions
  - Tax Master
  - Estate Planning (all modules)
  - Qualified Plans
  - Three-Legged Stool (Compact)
  - Market History
  - Circle of Knowledge
    - Other COW marketing:
      - Also approved are the Confidential Questionnaire, 10 Questions script, and What Keeps You Up at Night factfinder.
      - Customized Four Questions flyer – TC74143.
      - Videos approved for adding to websites – submit through your FMG or Broadridge dashboard.
        - Club vs. Swing
        - Personal Economic Model
        - Qualified Plans
  - Note that all other COW Modules and marketing materials are not approved for use.
- Cotton System
- eMoney Advisor\* (for use by IARs of ESI only – personalization of report template(s) must be submitted for approval)
- ESI Illuminations\*
- Fidelity Retirement Planner\* (can be used by ESI RRs to determine retirement shortfalls, but not approved as a deliverable for fee-based planning)
- Financial Profiles Professional\*, Professional web module\*, and Forecaster\*

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

- IRMAA Medicare Illustration/Presentation system (requires signed NLG agreement – see Lyndon Clark (lclark@nationallife.com))
- Kinder Brothers Blueprint for Financial Success
- Kugler Estate Planning Strategy reports
- Lifetime Economic Acceleration Program (LEAP) (limited content) – can be considered on a case-by-case basis for select producers. Please contact your AGT member.
- MoneyGuide Pro\* (for use by IARs of ESI only – personalization of report template(s) must be submitted for approval)
- The Money Couple
- Morningstar Advisor Workstation\*
- OnDemand web-based retirement seminar/marketing (Creative Juice is the publisher) \*
- SAGE
- Nitrogen (formerly Riskalyze)\* (for use by IARs of ESI only – personalization of report template(s) must be submitted for approval)
- Send Out Cards (messages will require prior approval)
- Social Security Timing report – must be submitted for review of personalization.
- Sudden Money Institute – for IARs of ESI only, who have completed SMI’s training program.
- TRAK paycheck software – for use only within the 403(b)/457(b) marketplace for fixed/indexed annuity sales.
- Wealth Building Cornerstones\*\*

## **UNAPPROVED SALES SYSTEMS/SOFTWARE**

The following systems have been reviewed and are specifically unapproved for agent use:

- 401k Safe
- Alignable.com
- Asset Map
- Be Your Own Banker
- Deft lead conversion service for SmartAsset Users
- Financial Educators/ProspectMatch.com/eBooklets
- HEAPlan – Home Equity Acceleration plan – heaplan.com
- Holistiplan
- Immediate Legacy Marketing
- Infinite/Infinity Banking System
- Mega Referral DVD system
- Missed Fortune 101
- Outbound Engine
- RetireMint
- Safe Money Millionaire
- “Secrets of a Worry-Free Retirement” ghost-written book and marketing system

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®



- Snappy Kraken social media and email marketing (still being evaluated as of November 2024)
- VectorVest Investment Reports
- Wealth Beyond Wall Street

## COMPLIANT SEMINAR SYSTEMS

The following systems have been found compliant in the past. All marketing materials would need to be submitted to the AGT for prior review and approval.

- NLG seminars – found at [nationallife.com](http://nationallife.com).
  - Business Owner seminar series\*
  - Qualified Plan / CPA Advantage
  - Prospecting seminars\*
- AcquireUp (see Lead Services section)
- businessKillers and Business of Medicine – see also Sales Systems/Software
- Emerald\*
- FMT Solutions\*
- Horseshmouth Social Security presentations
- Investment Company presentations\* with a current FINRA letter of review – any third-party mutual fund or variable product company’s marketing presentations.

## UNAPPROVED SEMINAR SYSTEMS

- The Smart Money Management System/The Wealthy Banker

## WEBSITES

**Appointment, calendar sites – Approved for use by RRs/IARs of ESI with prior approval of the profile. Agents who aren’t registered with ESI are not limited to the calendar services they use as long as the profile doesn’t mention any NLG company, product or unique feature.**

- **Blackbird RSVP**
- **Calendly – see Calendly submission form on the NLG agent portal under Training>>Compliance>>Advertising/Social Media.**
- **PickTime – see PickTime submission form on the NLG agent portal under Training>>Compliance>>Advertising/Social Media.**

**Appointment, calendar sites – Unapproved for use by RRs and IARs of ESI.**

- **Go Once Hub**
- **Meetup.com**

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

## Recruiting Websites

### Previously Approved

The following sites have been reviewed and approved as static sites that can be used for posting a recruiting ad. The ad should be complete with disclosures in case the site itself does not contain the required disclosures on the landing page. Your page/profile on the site must be reviewed and approved by the AGT before you can post approved recruiting ads to it.

- LinkedIn
- Facebook
- Handshake (college recruiting) – **not approved for ESI RRs/IARs.**
  - Colleges and universities use Handshake to store student information such as résumés, cover letters and university transcripts. Students build online profiles using their own information and list their academic interests. Employers can review these profiles and post jobs or internships for free.
  - Handshake is approved for use for non-securities registered agents and agency staff under the following parameters:
    - The non-registered agent should not mention NLG, our products, or our unique features.
    - Any recruiting ad uploaded to Handshake may not reference investments, securities licensing, or ESI.
    - There should be no misleading content on the page such as titles or services that require additional licensing.
    - If you are using a NLGroupmail.com domain, you should contact Handshake support to have them open a new office account for you.
    - Only one office can use the same domain; Handshake support must be contacted to set up a new office account.
    - By following the above guidelines, the profile will not have to be submitted for review. Handshake **may not** be used by RRs or IARs of ESI, or with any recruiting ad that mentions securities, financial planning, or ESI. For any questions, please reach out to the AGT at [AGT@nationallife.com](mailto:AGT@nationallife.com). These profiles may be subject to a spot check to make sure these guidelines are being followed.
- Indeed
- MoneyJobs

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

- Simplicity Employer's Campus
- Wallstjob

**Not Approved for use by ESI RRs/IARs:**

- Apploi
- Handshake

**Referral Applications/Websites – allows consumers to search for an agent/RR.**

**Previously Approved**

- Dave Ramsey Endorsed Local Provider network (marketing materials require prior approval by the AGT)
- Financial Planning Association PlannerSearch
- SmartAsset (formerly SmartAdvisor; limited to IARs of ESI)
- WiserAdvisor (limited to IARs of ESI)

**Not Approved**

- Fishbowl
- Insuranceagentsnearme.com aka ianearme.com

**APPROVED SOCIAL MEDIA SITES**

LinkedIn (profile & company page), Facebook Business, Instagram Business, YouTube and X (formerly Twitter) are the only social media sites that are approved for business use by insurance agents and RRs/IARs of ESI on our behalf, and only with prior approval (before content is published to the site). Proposed profiles must be submitted for the AGT's review and approval prior to creating your public profile. Existing social media sites should be submitted accompanied by any proposed changes for review and approval by the AGT before adding the company's name to the sites. Placing an end date to your prior position is allowed.

RRs/IARs of ESI who maintain a LinkedIn profile must also subscribe to Hearsay, the company's compliance and marketing tool. The subscription fee for the compliance platform is paid for by ESI as part of the RR's/IAR's annual ESI fee. The marketing platform provides access to a Content Library on Hearsay and the ability for you to post or schedule for posting those articles from the Content Library. The Social Media policies on the Compliance page of the Agent Portal provides complete guidelines on the approved use of social media sites used for business purposes. Additional information on social media is available under Marketing>>Market Yourself>>Social Media on the Agent Portal

**UNAPPROVED SOCIAL MEDIA SITES**

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®

Unapproved sites include but are not limited to: Alignable, Angie's List, BrightScope Advisors, Fishbowl, Kudzu, Meetup, MySpace, Opportunity, Periscope, Pulse/Plaxo, and WeChat.

## **COMPLIANT WEBSITE VENDORS**

NLG has arrangements with two website vendors – **Broadridge (formerly Emerald)** and **FMG (Faulkner Media Group)** to provide financial websites for our agents who are registered with ESI. Further information about both vendors can be found under Marketing>>Market Yourself>>Digital Marketing on the Agent Portal.

Broadridge and FMG are the supported website vendors for the company as many advantages are realized through these vendors. RRs/IARs have direct access to the content, and the vendors provide access to a vast library of preapproved content and give RRs/IARs the ability to add custom content. Their compliance tools also allow RRs/IARs to make their changes in their dashboard and those come directly to the AGT for review and approval prior to posting, in line with company policies.

## **COMPLIANT VIDEO-CONFERENCING TOOLS (for RRs/IARs of ESI)**

For the most recent list of approved tools RRs/IARs of ESI may use and the conditions around usage, please see ESI's Written Supervisory Procedures on the Agent Portal under ESI>>Compliance.

## **COMPLIANT ONLINE FORMS (for RRs/IARs of ESI)**

- Forms built and made available through company-approved website vendors, i.e., FMG and Broadridge.

## **UNAPPROVED ONLINE FORMS (for RRs/IARs of ESI)**

- Jotform

***\*Content is securities-related and limited for use by RRs or IARs of ESI.***

***\*\*NLG-approved system; not approved for use by RRs or IARs of ESI.***

For questions regarding the above, please contact the AGT at [AGT@nationallife.com](mailto:AGT@nationallife.com).

For Agent/ Representative Use Only – Not For Use With The Public

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer affiliate of National Life Insurance Company, 1 National Life Drive, Montpelier, VT. (800) 344-7437.

Experience Life®