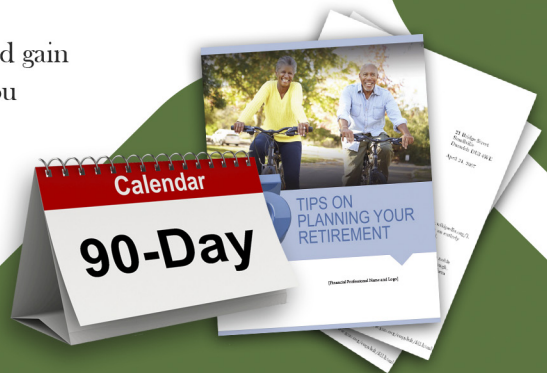


PJL Financial makes life easier by working as an extension of your agency to help you generate, present, and close more life insurance business.

- ❖ **Generate more appointments and gain more referrals.**
Our turnkey marketing program makes it easy to set more appointments and gain more referrals. Targeted emails, mailers, and presentation materials help you connect with individual clients, small business owners, families, pre-retirees, and/or retirees.
- ❖ **Prepare and present winning proposals to fit your clients' individual needs.** Rely on our experienced Life Specialists to suggest life concepts, design potential solutions, prepare detailed illustrations, and conduct carrier/product research.
- ❖ **Close more life insurance business and get policies issued more efficiently.** Once you've submitted an application, we will routinely monitor it, working to address underwriting issues, until your client's policy is issued.



Try our 30-day or 90-day marketing program. Select from a menu of proven marketing programs that include step-by-step approaches for setting more appointments.

Call 515.727.1622 for complete details.

PJL Financial Makes Life Easier

A Message from PJL Financial's Founder and President - Pat Lanigan, CLU

"Over the years I've worked with hundreds of agents and advisors who've struggled with how to incorporate life insurance into their client conversations. I know life insurance can create some uncomfortable moments - whether it's talking about dying or explaining the complexities of underwriting.

But because it is so critical to your clients' wellbeing, I believe the life insurance conversation is one of the most important you will ever have with your clients.

That's why I founded PJL Financial - to help you make life easier. No matter your comfort or experience level, we can help you have the life insurance conversation with your valued clients and then help ensure they secure the coverage they need.

We can provide expert support in all aspects of your life insurance business - everything from marketing to case design, to underwriting, and everything in between. If you'd like, we'll even join you for client meetings and calls."



For more information about PJL Financial, visit PJLInsurance.com or call 515.727.1622.