



MDRT®

MDRT – WHAT'S IN IT FOR NAILBA MEMBERS?

**ARE YOU LOOKING FOR WAYS
TO RETAIN AND GROW YOUR SHARE
OF BUSINESS AMONG YOUR
INDEPENDENT PRODUCERS?**

**WOULD YOU LIKE TO IMPROVE YOUR
MARGINS WHILE WORRYING LESS ABOUT
"POINT" COMPETITION?**

**COULD YOUR OWN MOTIVATION
USE A BOOST?**



The Voice of Independent Brokerage Distribution

Consider making the Million Dollar Round Table part of your strategic plan.

THE MILLION DOLLAR ROUND TABLE (MDRT) IS THE PREMIER ASSOCIATION OF FINANCIAL PROFESSIONALS, WITH 36,000 MEMBERS IN 78 COUNTRIES. AS AN EXPERIENCED DISTRIBUTOR OF LIFE INSURANCE AND OTHER FINANCIAL PRODUCTS, YOU MAY BE FAMILIAR WITH MDRT.

What you may not know is that MDRT is committed to partnership with independent distribution, and we have a common goal: To help financial professionals grow their business.

We'd like to take this opportunity to dispel common misperceptions about MDRT so that you have a clear, insightful understanding of how MDRT can help independent producers. For example:

Myth #1: MDRT is just for career agents.

While MDRT has very strong relationships with career carriers and agents, membership is beneficial to every producer wired for success in this industry. Those within the independent channel can take advantage of benefits such as MDRT's Annual Meeting, track and manage producers' qualifications for membership and leverage robust educational and motivational content.

Myth #2: MDRT is just for the million-dollar producer.

Many MDRT members are highly productive. However, the word "million" in the name is not about income – it is about outcome. MDRT began 84 years ago with a small "roundtable" of insurance professionals who understood the value of protection and sought to create an organization that protected as much economic value of family breadwinners and business owners as possible. As such, "million" is about face amount, not compensation.

Today, producers use commissions, premiums and/or income to qualify for membership. A producer needs approximately \$150,000 in income with about one-third coming from life insurance, annuities, long-term care, insurance, disability income insurance or critical illness insurance. Additional qualification levels for Court of the Table and Top of the Table membership are available at three times and six times MDRT qualification, respectively, with increased benefits of membership. For specific qualification details, please visit www.mdrt.org.

Myth #3: If I encourage my producers to attend MDRT's Annual Meeting, I could lose them to my competition.

MDRT's Annual Meeting is a gathering of successful producers without regard for the companies they represent or where they place business. The focus is on learning, connecting and being inspired, rather than on opportunistic activities. The independent distribution leadership that regularly attends the MDRT Annual Meeting deepens relationships with existing producers, which invigorates their production. Recent analysis showed that members who attended the Annual Meeting experienced increased production during the six months following the meeting that was two to three times more than their member colleagues who did not attend. If you would like to hear the opinions of some of your NAILBA member peers on this issue, please visit www.mdrt.org/nailba.

How might a brokerage general agency or independent marketing organization leverage MDRT?

- 1) Supplement or complement current producer incentive or training programs.

With top-notch speakers, cutting-edge content and attractive venues, the MDRT Annual Meeting can easily become a reason to do business with organizations who support producer attendance in some way.

- 2) Act as a certifying officer for MDRT qualification.

Producers who qualify for MDRT must submit annually the appropriate proof of qualification. Your involvement could reduce any administrative burden and tie the relationship more closely together.

- 3) Leverage the venue, speakers and MDRT leadership to create your own relationship-building opportunity inside the Annual Meeting.

Formally hosting your producers and inviting engaged MDRT members and other industry professionals to join you could be a new channel for increasing your return.



Consider MDRT part of your business strategy for growth.

To learn more about what MDRT can do for you and your producers, contact Leonard Gold, CLU, membership development manager, at lgold@mdrt.org or call +1 (847) 993-4917.



MDRT The Premier Association of
Financial Professionals®

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