Private Bank teaming process for delivering Life Insurance Solutions



Simplified access to a range of products on the Merrill insurance product platform

Private Bank Team manages overall client relationship

May be present for insurance discussions

Receive referral fee on sale if insurance licensed





Client referral

 Client consent to share information required

Client engagement

- Discussion of insurance
- Make recommendation



Acts as licensed agent of record for insurance:

- Solicitation of the insurance sale
- Product recommendations
- Open brokerage account to hold insurance
- Ongoing reviews of life insurance policy, as needed



Key Contacts

Capitas Insurance Strategists
Crump Insurance Strategists

Resources

<u>Situational Teaming for Insurance fact sheet</u>
<u>Client Consent to Share Information form</u>
Registration & Insurance Licensing System (RAILS)

Brokerage General Agencies – Capitas and Crump

- Unbiased advice on product selection
- Life insurance strategies education for advisors and clients
- Sales support throughout the entire lifecycle of the sale

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