



403(b) Plan Playbook

AGENT RESOURCE

For Agent Use Only – Not For Use With The Public

Cat No 104180(0120)



Your 403(b) Playbook

This Playbook is your roadmap to the many opportunities in the 403(b) plan market.

It offers steps to find and engage 403(b) plan prospects, build successful relationships, access to helpful tools to serve clients and partner with National Life Group.

“As part of our very important role in educating the public about the value of life insurance and annuity products, we are all about insuring – and bringing assurance to – retirement for teachers of America.”

Mehran Assadi, Chairman and CEO, National Life Group



[Why National Life Group](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Get Started

Developing a clear, workable plan for success in the 403(b) plan arena begins by getting familiar with your distinct market and partnering with National Life Group.

Get to Know the Plan(s)

Learn the language of 403(b) and other retirement plans:

- Study your home [state's pension plan](#) – When you know its basics, you can speak to its shortfalls among your prospects.
- Sign up for industry-related news and articles from the [National Tax-Deferred Savings Association](#), the [National Center for Education Statistics](#) and the [Indexed Annuity Leadership Council](#).
- Get Certified Training – It helps whether you're new or experienced in this market. Sessions are regularly [scheduled](#) around the country.
- Line up fact-finding visits to your target school site(s) – We help you get pre-approved campus access to meet with key school contacts.

Get to Know NLG

Partner with our focused Retirement Services Team (Relationship Management and Business Development) and they will help you:

- Know where NLG is “vendor approved.”
- Identify our open “payroll slots” in school systems and non-profits.
- [Open](#), or re-open, new “payroll slots” that you discover.

Stay in touch with us:

- Get to know your relationship [manager](#).
- Explore our library of 403(b) selling ideas and marketing tools on our [Agent Portal](#).

Note: Third party site content has not been reviewed or approved for use with consumers.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Get Started *Cont'd*

Certified Training

A full day of instruction and resources to help you:

- See the depth and scope of the market and its many opportunities for you.
- Identify and access prospective clients.
- Differentiate yourself and effectively overcome obstacles.
- Maximize our approved tools, programs and resources.
- Apply practical industry, market and product trends to your daily practice.
- Check the current [schedule](#).

[Find your Relationship Manager or Business Development Representative](#)

Relationship Management is here to help you succeed in the 403(b) marketplace. The team consists of relationship managers with specific geographic focus who work closely with you to build new relationships and work smarter in the areas you do business.

Business Development creates 403(b) opportunities for you. Members help you reach out to school district and government administrators, third-party administrators, unions and consortiums to identify opportunities and create pipelines in new or expanding regions and market segments.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Opportunities

Ideal for educators (teachers, administrators, superintendents, etc.), the 403(b) plan is an effective tool to supplement their state's Teacher Retirement System pension, which by itself will not be adequate for most of them.

403(b) Basics

- Established in 1958.
- Named after a section of the [IRS tax code](#).
- Full name: 403(b) Tax-Sheltered Annuity (TSA).
- Purpose: Created specifically for public schools and certain 501(c)(3) tax-exempt organizations to offer their employees.

How 403(b) Plans Work

- Funded with pre-tax contributions.
- Allows catch-up contributions from participants over 50.
- Partial access through loans, withdrawals and other options or annuity features.
- Permits penalty-free full withdrawals at age 59½, or for other qualifying events.

403(b) Plan Benefits

- [Tax-deferred](#) growth potential.
- Complements other retirement plans.
- Flexible account options to diversify assets.
- Portable for easy, tax-free rollovers to other plans and IRAs.
- Available as traditional, [Roth](#), Special Pay and 3121 plans.

The [403\(b\)/457\(b\) Certified Training Manual](#) provides more comprehensive explanations of these plans.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Prospects

Serving the 403(b) market requires a multi-pronged strategy to reach the employers who provide or administer a plan and the individual employees who participate in it.

Plan Participants

Because all full-time employees, and some part-time and seasonal employees, of a sponsor are eligible to take part in their 403(b) plans (referred to as universal availability), just about anyone is a potential client. Educators represent a very diverse customer base, but most will fall into one of three generations of prospects:



Baby boomers (1945 – 1964)

- Turning 65 at a rate of 10,000 people per day until 2029.
- Younger boomers, under 62, especially need to take steps now to prepare for retirement.



Generation X (1965 – 1980)

- Have a long savings horizon of up to 30 years.
- They're higher earners, but the biggest spenders so the challenge is to convince them to channel available dollars into retirement savings.



Millennials (1980 – 2000)

- The youngest working generation but expected to make up more than 75 percent of the total American workforce by 2020.
- Can be a challenge to reach but should be the most attractive prospect for a forward-thinking financial professional.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Prospects *Cont'd*

Plan Sponsors

Under IRS rules, not all employers can offer a 403(b) plan. And among those that do, not all of them throw open their doors to just any agent wanting to offer retirement products to their participants. There is a process, which we walk you through in the [Prospecting](#) section that follows next.

403(b) Eligible Employers

- Public and Private K-12 Schools
- Colleges & Universities
- Local Governments
- Churches
- Other 501(c)(3) tax-exempt organizations



Opportunity Via Universal Availability

Did you know that the IRS requires the plan to give meaningful notice to employees of their right to make elective deferrals into a plan?

The sponsor must notify the employees of:

- Their right to make elective deferrals.
- When to make an election.
- When and how often during the year they can change that election.

This opens a significant opportunity for you.

Not all districts are aware of the requirement and, as a result, many employees are missing out on the opportunities that a 403(b) can provide.

So, if you know of an employer out of compliance with this guideline, we can work with you to assist them to meet the IRS requirements at no cost to them.

It's a meaningful way to help employers and a straight inroad to gain new prospects for you.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Prospecting

The 403(b) business can boil down to the relationships you establish with employers. The most effective strategies to serve existing or new prospects (aka, “payroll slots”) involve steps to create a presence within districts and schools and build credibility over time.

Targeting School Districts

Some school districts have open access, while others do not. When campus access is permitted, you can visit and lead on-site presentations a little more freely. However, when district access is restricted, it takes a lot more relationship building with stakeholders to make a difference.

1. Prior to approaching a district, contact your NLG [Relationship Manager](#) to determine:
 - Whether NLG is an approved vendor in the plan.
 - If NLG already has active flowing policies in the plan.
 - If our relationship is dormant.
 - Key contacts within the target district for you to work with.
2. For existing payroll slots, follow these steps:
 - Contact Retirement Services or your Field Leader.
 - We verify if NLG has “vendor approval.”
 - You then approach the school district.
 - Verify NLG “Status” there.

- Follow district- and state-specific solicitation [rules](#) to proceed.

3. For new payroll slots, follow these steps:

- Partner with [Business Development](#).
- Provide us with “not vendor-approved” list in your region.
- Identify your top opportunities there.
- We help provide [RFP](#) or Proposal response to prospect.
- We help get NLG vendor-approved.
- We both promote fixed annuities or our [Balanced Opportunities](#) platform.
- Complete the required forms to become vendor-approved.
- You apply for our [Slot Bonus Program](#).

[Legal Disclosure](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Prospecting *Cont'd*

Third Party Administrators

NLG works very closely with many independent Third Party Administrators (TPAs). Local governments or districts choose TPAs carefully to assure complete coordination among approved vendors. So, it's important that you get to know the TPA serving your target school district and any special rules or solicitation restrictions they have.

Here's how TPAs can factor into your strategy:

- Search for NLG “not vendor-approved” employers in your region.
- Identify your top opportunities there.
- Complete the required forms to become vendor-approved.
- Apply for our [Slot Bonus Program](#).



NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Client Engagement

Districts are approached by a lot of agents hoping to offer financial products to their employees. Many school districts allow on campus meetings, others restrict access to prevent an onslaught. Either way, financial professionals that actively follow the rules, and add value for their clients, quickly differentiate themselves in this competitive market.

Meeting Needs for Retirement Planning

Everything we do to reach potential clients in the 403(b) boils down to one goal: helping them work toward and plan for their retirement income needs.

Even better, retirement means different things to different clients. So the stories and situations they represent offer an almost unlimited range of opportunities to relate to and serve different needs.

While everyone may have a different goals, everyone needs a strategy. And for most clients, they need to think about how their strategy can help them ensure they'll replace their income once they leave the work place.

One generally accepted rule of thumb is that most people should plan to generate about 70 percent of their pre-retirement income when they leave the workforce.

This is the core message. And how well you spread this message can make all the difference in your success.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Client Engagement *Cont'd*

On-Campus Engagement

If the school allows on-site visits, try these highly effective marketing and prospecting techniques:

1. Educational Seminars & Workshops

- Enlighten school employees or plan sponsors on the value of a [403\(b\) plan](#).
- Schedule breakfast and [lunch-and-learn](#) meetings.
- Distributing of [lead cards](#) is typically allowed too.
- We have [tools](#) to help you schedule, promote and conduct an on-site or off-site educational [workshop](#).

2. Faculty & Union Meetings

- Coordinate with the school district and principals to get on agendas.
- Speak at faculty and union meetings using presentations approved by them and NLG.
- Just introduce yourself, what you do and why you're there – it's not a lecture.

3. In-Service & Orientation Meetings

- Held prior to the school-year's start in nearly every district.
- All hands on-deck attendance of faculty and other staff.
- Many venues let in speakers on retirement and financial topics.
- Talk a little about yourself, but mostly about them and their financial challenges – it's empowering.

4. Benefit Fairs

- Be part of their most important HR-related event of the year.
- A captive audience already tuned in to healthcare, insurance and other HR-focused topics.
- We have marketing [tools](#) to help you stand out here too.

5. Targeted Mailings/E-mails

- Digital marketing is easy and effective.
- Follow the district's rules on blast e-mailing to their staff.
- We have compliance-approved [templates](#) to use in districts that permit them.

5. Appointments On-Campus

- Always check in with the head office on arrival.
- Don't wander the halls, and head to your designated meeting area at the scheduled time.
- Display your [identification](#) at all times.

6. School Board Meetings

- The best venue to converse with the superintendent and other high officials.
- Invaluable intel on critical school and staff issues, programs and focus areas – and perhaps ideas for how you can help with them.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Client Engagement *Cont'd*

Off-Campus Engagement

Some districts restrict or altogether prohibit financial professionals from campuses and school offices. For these situations, here are several proven marketing and prospecting techniques:

1. Client Appreciation Nights

- Invite 15 clients and spouses to attend an evening at a restaurant.
- Ask each customer to bring another couple from the school district that doesn't yet do business with you.
- Choose a restaurant with a side room, which is often free with a minimum purchase.
- Many offer a buffet or appetizers with pre-selected wine, tea, and soft drinks.
- Consider a guest speaker on timely and fun topics.
- Ask a few of your customers to speak briefly about how you have helped them.

2. Superintendent Luncheon

- Superintendents share a lunch at least once a quarter to compare notes on district issues.
- They also often allow you to speak for 30 minutes or so.
- Share how you serve the school district and its employees.
- If you recently volunteered to paint a house, clean a park or something else to help the district, tell a story about it and how you did some good.

3. Evening Educational Seminars and Workshops

- Very effective when your customers invite non-clients to attend.
- Use rooms available in a restaurant, a public library, museum, or hotel.

4. Targeted Mailings/E-mails

- Build a campaign theme or topic to reach clients
- Ask for referrals.
- Request that they forward your e-mails.
- Create prospect lists using home addresses/e-mails for educators and employees by county.

5. Advertising

- Buy space in the school newspaper or union newsletter, which is usually very appreciated.
- Get your name and what you offer in front of your target audience.

6. State Senator and Representative Outreach

- Let them know how you are serving constituents in their school district.
- They make decisions regarding your school district's budget.
- Can be influential to get you access and keep it.

7. Appointments Off Campus

- Often this works better than on-campus sit downs to provide a fuller financial consultation.
- Clients may be more open to meaningful discussions when in more comfortable surroundings.
- The spouse's participation is more likely too, which frequently leads to an offer to them as well.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Relationship-building Programs

Educators are pillars of the community and many volunteer their spare time to serve beyond the classroom. We encourage agents to participate alongside them, not only to give something back to their own communities but to see for themselves the unsung sacrifices that many teachers make to help others.

With this at heart, we sponsor several high-profile recognition programs to honor a select group of educators and agents who go above and beyond.



- [LifeChanger of the Year](#) honors hundreds of K-12 educators and other school employees across the country for making a significant difference in the lives of students.



- [Agent Do Good Award](#) recognizes the agent who is passionate about a cause and making a difference in his or her community.
- Agent Do Good Tour helps build good will and community presence by having agents appear at local non-profit events and present a donation awarded from the NLG Foundation.

Make an Impact

- [Prizes for Pages](#) program helps build relationships in school districts by promoting and rewarding literacy.
- School Supply Box is a great idea to contribute to schools with much-needed resources at the start of the school year.
- NLG offers 40 hours of volunteer time to employees to help you build relationship through service.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Incentive Programs



Incentive Programs

We offer even more incentive when you explore new prospects and engage existing clients on a regular basis:

- [Slot Bonus Program](#) rewards you for opening 403(b) payroll slots that are either new or dormant.
- [Premium Increase Program](#) encourages you to grow your existing premium flows by offering you the chance to earn full commissions as well as credits to National Life-sponsored conferences. The more you add to your existing flows, the more credits you earn, which helps to reinforce what we call the virtual circle of success.



Your Circle of Success

Even after you submit new business, the job goes on. Enrollment in an employer sponsored plan is only the first step.

Here a few ideas to keep participants on your radar long after the first sale and differentiate you from the many competitors in this marketplace.

- Deliver the policy in person.
- Conduct annual reviews and financial [check-ups](#).
- Follow up as things change, to ensure ongoing suitability.
- Build relationships, not just a customer base.
- Always use [compliance-approved](#) materials and presentations.
- Follow district [rules](#) of engagement.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Income Analysis (TRAK)

When talking retirement, it's always good to help visualize the dollars and cents. [The Retirement Analysis Kit \(TRAK\)](#) is a dynamic software tool that will help you do just that.

Each of TRAK's three calculators helps focus clients on a specific retirement planning component.

1. Paycheck Analysis

Helps initially engage clients by calculating how much they can save now to build more for later.

2. Pension Analysis

Helps create a projection of their expected state retirement benefit, which can start to sound the alarm.

3. Projection Analysis

Shows the accumulation and distribution of the account, and how contributions today affect the value of accounts at retirement and how much they will provide from there.



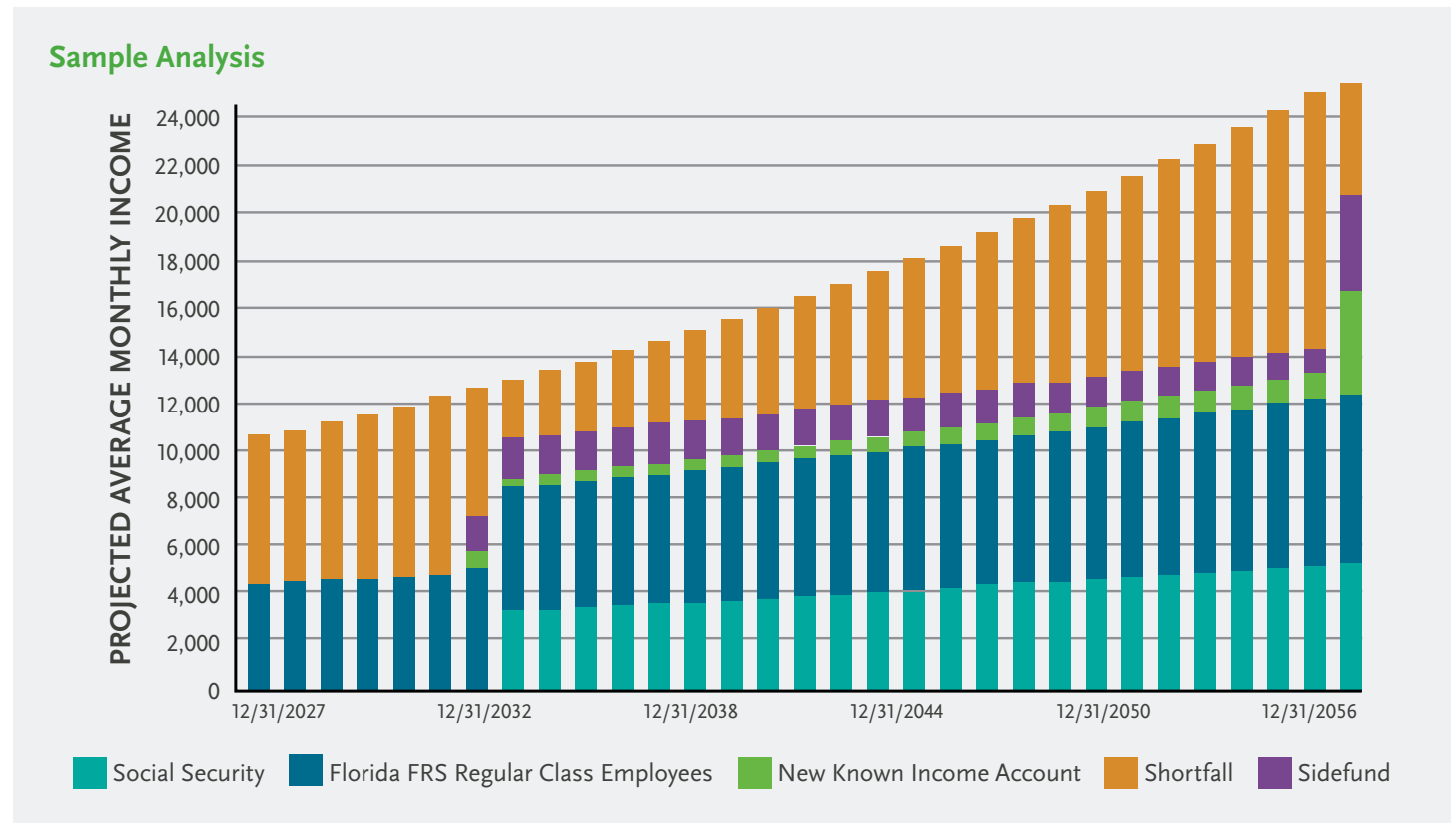
NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



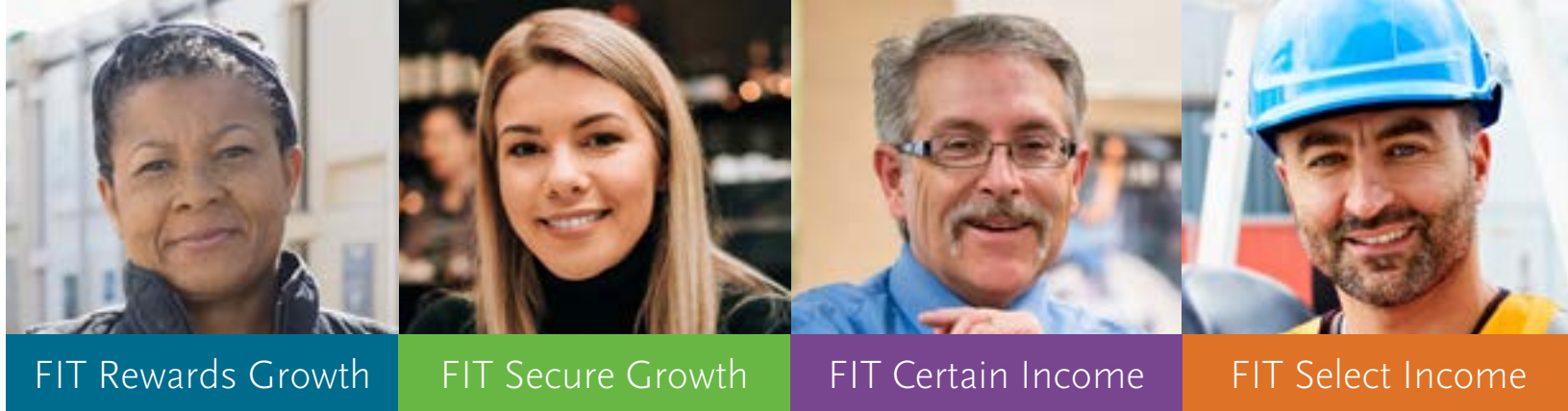
Income Analysis (TRAK) *Cont'd*

Showing the Shortfall

Visuals of how significant pension shortfalls can be will make a big impact with clients.



NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Product Solutions

Serving 403(b) clients can be rewarding in many ways. But cookie-cutter products are not what we do. That's why – in states where approved for sale – we offer participants in this market the FIT Retirement Series, a family of four flexible premium indexed annuity products.

Featuring [five crediting options](#), FIT is designed with the customer at heart and each product can address specific needs for long- and short-term growth or income goals.

We offer a wide range of [needs-assessment tools and product material](#) to help you position our FIT Retirement Series with 403(b) participants. Again, check approval in your state(s).

[Learn more about all four FIT products.](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



FIT Rewards Growth



FIT Secure Growth



FIT Certain Income



FIT Select Income

Product Solutions *Cont'd*

Crediting Options

A huge differentiator for the FIT Retirement Series is its choice of five crediting options.

- The Barclays Low Volatility 5 Index and Bank of America/Merrill Lynch GPA Index are exclusive to National Life Group.
- FIT also offers Annual Point-to-Point, Monthly Point-to-Point and Declared Rate strategies.
- All five provide the downside protection of a 0 percent floor guarantee.*

And clients are free to allocate their values among the different index strategies at any time – another opportunity for you to reach out as their needs change over time.

Balanced Opportunities

For employer situations that require more product depth, we offer the [Balanced Opportunities Platform](#), a turn-key program that includes a selection of third-party mutual funds alongside our indexed annuity products.

It also provides helpful participant enrollment technology, education, and other services on a single retirement platform. Balanced Opportunities offers an efficient and exciting path to rapidly expand your production in this vibrant marketplace. Keep in mind, that many sales situations for Balanced Opportunities may require securities registration.

The 403(b)/457(b) Certified Training Manual offers more comprehensive information about FIT Retirement Series and the Balanced Opportunities program.

*Assuming no withdrawals during the withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.



Income Guarantees (GLIR)

As lifespans grow, clients are more likely now to run out of money during retirement. To help solve this, we offer the Guaranteed Lifetime Income Rider (GLIR) on our FIT Retirement Series indexed annuity products.

GLIR is another powerful solution for you to illustrate for 403(b) participants. It provides the option for a guaranteed income stream based on each client's situation. Most importantly, it helps tackle one of their largest fears – outliving their retirement income.

Online Illustrations

The NLGroup Illustrations – ForeSight™ Web is available for all four FIT Retirement Series products to:

- Show accumulation value over various timelines.
- Project guaranteed annual income benefits starting at different ages.
- Sum-up the total income benefit based on a specified age and number of years.
- Highlight premium allocations among the five index options.

Do you rely more on a mobile device?

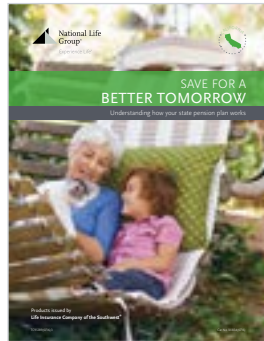
Our “Quick Quote” app lets you project GLIR on the fly for FIT Certain Income and FIT Select Income right on your mobile device or tablet. You can discuss this value with clients, but the mobile app itself is not approved to show to clients.

The [403\(b\)/457\(b\) Certified Training Manual](#) offers more comprehensive information about the Guaranteed Lifetime Income Rider. GLIR incurs an additional cost.

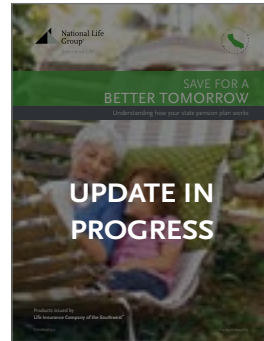
NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Marketing Materials

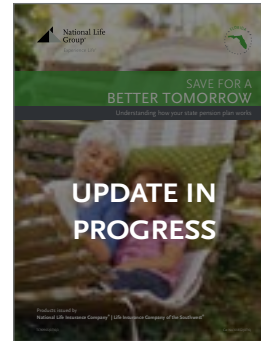
State-Specific Teacher Pension Plan Brochures:



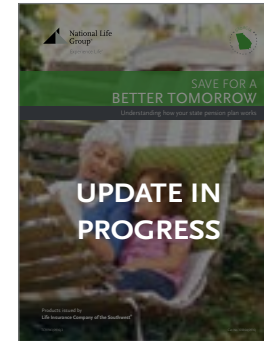
[CAL PERS](#)



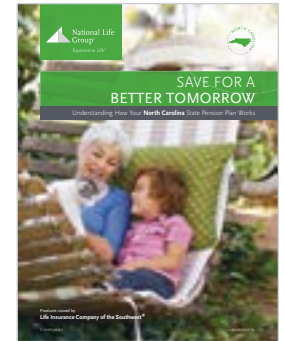
CAL STRS



FL



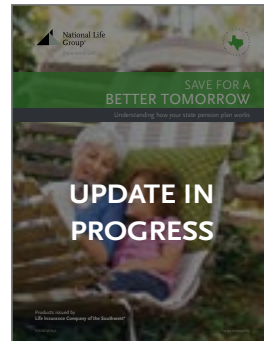
GA



[NC](#)

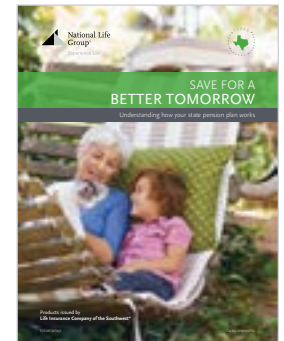


[SC](#)



TX

If you can't find your state here, use the Generic Teacher Pension Plan Brochure



[Teacher Pension Plan Brochure](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Marketing Materials Cont'd

Plan Sponsor Prospecting



[Employer Rules of Engagement Brochure](#)



[Top 10 Reasons to add FIAs from NLG to your 403\(b\)457\(b\) Plan Flyer](#)



[403\(b\) Universal Availability Requirements Brochure](#)



[403\(b\) Educate and Empower Flyer](#)



[LifeChanger of the Year Agent eKit](#)



[Prizes for Pages eKit](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Marketing Materials Cont'd

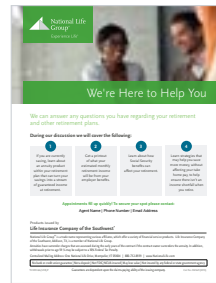
Engaging Plan Participants



[Retire with Income That Cannot Be Outlived Flyer](#)



[Learn How Your Pension Benefits Work Workshop Invitation](#)



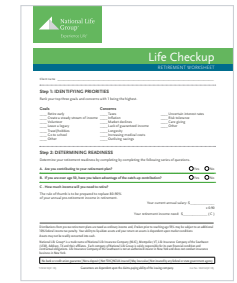
[We're Here to Help You Workshop Invitation](#)



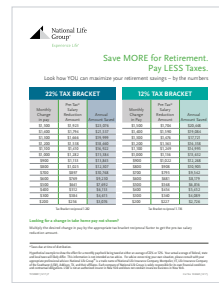
[Retirement Readiness Workshop Presentation](#)



[Retirement Analysis Lead Card](#)



[Lifetime Checkup Worksheet](#)



[Gross Up Paycheck Calculator](#)



[Offering What Matters Most Brochure](#)



[403\(b\) Solutions for You Brochure](#)



[Roth 403\(b\) Plans for Education Professionals Flyer](#)



[Haven't Lost a Penny Flyer](#)

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.

Contact Us

[Relationship Managers and Business Development Representatives](#) | [Agent Portal](#)

National Life Group® is a trade name of National Life Insurance Company, founded in Montpelier, VT in 1848, Life Insurance Company of the Southwest, Addison, TX, chartered in 1955, 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.

Merrill Lynch, Pierce, Fenner & Smith Incorporated and its Affiliates (“BofA Merrill Lynch”) indices and related information, the name “BofA Merrill Lynch”, and related trademarks, are intellectual property licensed from BofA Merrill Lynch, and may not be copied, used, or distributed without BofA Merrill Lynch’s prior written approval. The licensee’s products have not been passed on as to their legality or suitability, and are not regulated, issued, endorsed, sold, guaranteed, or promoted by BofA Merrill Lynch. BOFA MERRILL LYNCH MAKES NO WARRANTIES AND BEARS NO LIABILITY WITH RESPECT TO THE INDICES, ANY RELATED INFORMATION, ITS TRADEMARKS, OR THE PRODUCT(S) (INCLUDING WITHOUT LIMITATION, THEIR QUALITY, ACCURACY, SUITABILITY AND/OR COMPLETENESS).

Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively “Barclays”) is the issuer or producer of the FIT Retirement Series fixed indexed annuities and Barclays has no responsibilities, obligations or duties to investors in FIT Retirement Series fixed indexed annuities. The Index including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by National Life Group member company Life Insurance company of the Southwest (LSW) as the Issuer of the FIT Retirement Series fixed indexed annuities. While LSW may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the FIT Retirement Series fixed indexed annuities, investors acquire the FIT Retirement Series fixed indexed annuities from National Life Group member company Life Insurance company of the Southwest and investors neither acquire any interest in the index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the FIT Retirement Series fixed indexed annuities. The FIT Retirement Series fixed indexed annuities are not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the FIT Retirement Series fixed indexed annuities or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein.

Balanced Opportunities is a record keeping platform marketed through National Life Group. Record keeping, web services, trust and plan administration are provided by third parties independent of National Life Group. Mutual fund custodial services provided by FPS Trust Company. Mutual funds offered are selected by, and managed accounts are offered on, the platform by OBS Financial, an SEC registered investment adviser. Advisors are required to have securities or investment advisory registrations to solicit or advise on mutual funds or managed accounts, respectively.

Mutual Funds are sold by prospectus. For more complete information, please request a prospectus from your registered representative, or through the plan website. Please read it and consider carefully a Fund’s objectives, risks, charges and expenses, including 12b-1 fees, before you invest or send money. The prospectus contains this and other information about the investment company.

National Life Group’s member company - Life Insurance Company of the Southwest, Addison, TX - only offers and issues fixed indexed annuities and any associated riders on the platform and does not offer or solicit for securities. ESI Financial Advisors (EFA), a Registered Investment Adviser member of National Life Group, may refer clients to OBS. National Life Group and its member companies are independent of OBS Financial and all other plan service providers. The companies of National Life Group® and their representatives do not offer tax or legal advice. Please encourage your clients to seek tax or legal advice from their appropriate professional advisor.

No bank or credit union guarantee | Not a deposit | Not FDIC/NCUA insured | May lose value | Not insured by any federal or state government agency

Guarantees are dependent upon the claims-paying ability of the issuing company.

NOTE: Links in [turquoise](#) to materials and other resources throughout this playbook require Internet connection and a secure login to our Agent Portal. Linked items in [orange](#) do NOT require internet access. Consumer materials approved for print use only. You must submit them for compliance review to send them electronically.