



Annuity Department Procedures

Case Development:

1. Contact one of the Annuity Specialists (Brendon Crook, Tim Luby, or Ben Mount):

- Brendon Crook: brendon@gordonmarketing.com 1-800-388-8342 x 365
- Ben Mount: ben@gordonmarketing.com 1-800-388-8342 x 203
- Tim Luby: timl@gordonmarketing.com 1-800-388-8342 x 213

2. Provide details of your case:

- State
- Age of client
- Amount of Premium
- Qualified or Non-Qualified?
- Client's goal for money (accumulation, lifetime income/deferral period)

3. Annuity Specialist will put together recommendations and contact you to discuss

4. Once you have decided on a specific product, your Annuity Specialist will send you the necessary Illustrations, applications and brochures.

5. Your Marketer will send you carrier appointment/contracting paperwork, and your assigned marketer and/or marketer assistant will send over the product training link and any other requirements to write the product selected.

Compliance (all must be done prior to application date):

1. Complete contracting paperwork
2. Complete Carrier Specific Product Training
3. Submit 4 hour General CE Certificate
4. Anti-Money Laundering (AML) Course needs to be done every 2 years

New Business Procedure:

1. Fax or scan and email a completed application to Tina Morris:

tina@gordonmarketing.com

Fax: 877-210-1666

Phone: 800-388-8342 x 327

**** If money is coming from a transfer, please make sure to include appropriate transfer paperwork****

2. If there is a RUSH on your business, please make Tina Morris and your Annuity Specialist aware that you are sending it in and it will be put at the top of the priority list.

3. The New business department will contact you with any changes that are necessary and once everything is in good order, with instructions to forward your original application to the carrier.

4. You will be responsible for "real time" status updates. We will provide a weekly status update, based on the carrier website, unless special circumstances require additional assistance from Tina Morris.



Pre Appointment Checklist

- Contracting paperwork
- State specific NAIC required CE
- AML (anti money laundering) required every two years
- Carrier specific product training
- Current application for the state

Appointment Checklist

- Signatures and initials (double check)
- Complete financial suitability (be thorough)
- Transfer/1035 exchange paperwork complete
- Call the transferring company with the client, ask:
 - Do you require any additional paperwork?
 - Do you require any additional signature guarantees?
 - Are there any fees associated with this this transfer?
 - What address do we send the transfer to?
- Additional required documents when applicable:
 - Replacement
 - Trust Verification
 - Additional Beneficiary
 - State specific required forms
- Set expectations appropriately for timeline and additional communication