



# How IPG's Website Helps You Make More Money!

By Brian Kelley

Over the past couple of years IPG has invested an extraordinary amount of time, money, and resources into the development, enhancement, and revision of our website. However, this has not been done to replace our relationship with the agents we work with. It has been done to enhance that relationship, by enabling IPG to be the **single relationship** you need to easily manage the entire insurance side of your financial planning practice! Our website has been designed as the **single tool** that you can count on to complement that relationship. From our website you can get the information you can trust to help you plan for your clients needs. Below, there are three basic ways IPG's website is helping you make more money by allowing you to spend **your time** where it is most needed.... with **your clients!**

## Consolidation

IPG has consolidated what is contained in the websites of all of the carriers we work with into a **single website** with a **single password**. All of the tools you go to for other things like quotes, underwriting, You will no longer need to go to different website only to find that you don't know how to find the information you are looking for, because each site is organized differently! Amazingly IPG's website puts the forms for all of the carriers we deal with on a **single page!** Get the appointment paperwork for all of our carriers on a **single page**. Get a financial report on every carrier out there (not just the ones we deal with) with on a **single page!** You get the picture.

## Comparative Product Information and Analysis

Insurance company sales materials are notorious for pitching their product attributes while hiding their weaknesses. Their promotional materials are not in the same format from company to company and it makes it hard when you have two products right in front of you to really compare them. No Problem! IPG has **universalized** the product information on our website so that you can do either a quick or detailed comparison between product. You will get true apples to apples comparison on every annuity product we represent. Working with IPG you know that we do our best that you have all the information you **need to know** about a product before you sell it, even if that means you don't sell it! Try the product comparison feature on our annuity, life, and LTC products today!

## We Are Your Filter

IPG does its best to filter out the information you need without making you work to get it. Along with our promotional materials IPG does its best **not** to put information on our website that you can't use. Then we constantly revise

the site so that you can find what you need, *the way YOU think you should find it*. That means putting the same information on multiple places on the site and streamlining the steps it takes to get there.

## Constantly Revised Content

IPG is adding new content to the website everyday. Whether it be adding new information to existing pages or adding whole new pages and functionality, there is *always* a new reason to go to our website! In September 2003 IPG did a major overhaul to our website, and in the six months since then we have had over 10,000 visitors and over 1 MILLION hits from people who keep coming back. Find out what they already know!

[Visit Our Website](http://www.ipg-us.com), You'll See What We Mean!  
[www.ipg-us.com](http://www.ipg-us.com)

## Top 10 Most Popular Features On Our Website

1. [New Business Forms](#)
2. [Annuity Charts](#)
  - ▶ [HOT Annuities](#)
  - ▶ [Guaranteed Rate](#)
  - ▶ [Equity Indexed](#) **New & IMPROVED!**
  - ▶ [Flexible Premium](#)
  - ▶ [Immediate](#)
  - ▶ [Variable](#)
  - ▶ [Traditional 1-Year](#)
3. [Term Quote Engine](#)
4. [VitalSigns Reports](#)
5. [Life Insurance Product Charts](#)
6. [Request A Quote](#)
  - ▶ [Immediate Annuity](#)
  - ▶ [Deferred Annuity](#)
  - ▶ [Permanent Life](#)
  - ▶ [Long Term Care](#)
  - ▶ [Disability Income](#)
7. [Marketing Materials](#)
8. [Contracting Forms](#)
9. [Impaired Risk Questionnaires](#)
10. [Incentive Trips](#)

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