Financial*Matters*®

Allstate's Customer Communications Program

Benefits to Joining the Program:

- Establishes you as a trusted advisor
- Provides a turnkey method for consistent customer contact
- Creates brand awareness and builds rapport and credibility

Program at a Glance:

Written and designed with Allstate customers in mind, *Financial Matters*® is a cost-effective communication program to stay in touch and build relationships with customers and prospects. You can position yourself as a trusted advisor with this program by following up on selected topics with customers.

All communications are compliance reviewed by FINRA and the Allstate Financial Marketing Department.

Get started with as little as 50 printed copies!*

Contact us for pricing.

* New subscribers only

Allstate®
You're in good hands.
Auto Home Life Retirement

Program Features:

Design

- Agent's color photo and contact information included
- Using the two-agent layout option helps build EA/EFS partnership awareness
- Exclusive Allstate masthead
- Available in two versions:
  - English
  - Spanish

General

- Eligible for Allstate's **Executive Advantage Plus** program
- Refer a new *Financial Matters*® subscriber and receive a $25 credit on your subscription account
- Option to view article summaries online in advance

List Management

- Ability to provide updated mailing distribution list for each issue
- Prior to distribution, mailing lists are run through USPS National Change of Address (NCOA) software each issue with the option to review updates online

Suggested Uses:

- Use *Financial Matters*® to create six touch points throughout the year that can reinforce your brand and the variety of products offered
- Use the newsletter as a business card at networking events
- Distribute *Financial Matters*® at customer seminars/meetings
- Leave the newsletter at local businesses in your community or as a complimentary copy in your office waiting area

Read for yourself how this program works.

"Just this last quarter alone, I have come across two substantial rollover accounts. Also, quite a number of clients have been able to refer me to friends and family because they saw my clients reading *Financial Matters*® and these folks were referred to me to get their copies. A couple of these newsletter requests turned out to be high net worth clients. I have also done presentations where I used the newsletter as excellent leave behinds for ease of follow-up.

I am delighted you encouraged me to get involved using *Financial Matters*®. It's been a great investment in my business. It's high time I increase the amount of extra copies coming to my office. Thanks again for all you and the team are doing on a daily basis helping my practice stay in touch with existing and prospective clients."

L. Akinde
Columbia, MD

Interested in joining the ***Financial Matters***® Customer Communications Program?

Contact us directly at **1-800-243-5334**
or **info@ltmclientmarketing.com**
Also, visit us online at **www.financialmatters.org**

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