



NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

NAIFA MEMBER BENEFITS

Customized E-Newsletters From Standard & Poors

NAIFA and Standard & Poors have teamed together to provide NAIFA Members with the Newsletter On Demand service available from Standard & Poor's Financial Communications to create an HTML email with up to five market-relevant articles. Advisors can customize their e-communications with their photograph, company logo and colors, and contact information. Best of all, the system allows you to target your market and helps insurance and financial professionals determine what to send, to whom and how often.

**STANDARD
& POOR'S**

Financial Communications

WHY CREATE A CUSTOMIZED E-NEWSLETTER:

- ▲ Financial professionals who regularly communicate with their clients generate more sales and retain more business.
- ▲ Custom-generated newsletters are an effective, cost-efficient way to stay in touch with clients and reach out to prospects.
- ▲ Custom-generated newsletters can be a useful tool to update clients about new products or services and to solicit feedback.

HIGHLIGHTS OF THE NEWSLETTER-ON-DEMAND SERVICE

Customizable: NAIFA Members can send a custom-generated HTML newsletter with up to five market-relevant articles. Just a few easy steps are all it takes to create a template and generate and distribute communications to advisors' customers and prospects.

Easy-to-Use: Choose a template, masthead, and color scheme that closely approximates their corporate look and feel and conveys their message to the appropriate audience. You set the date and time for the email newsletter to be delivered.

Flexibility: Create your own communication as frequently as you wish by making your own selection of articles from our FINRA-reviewed library or to automate their client contact by leveraging three unique quarterly newsletters with FINRA-reviewed articles

Compliant Friendly: A "master user" module allows enterprises to make Newsletter on Demand available to their advisors with a variety of administrative permissions and controls that can easily meet their compliance needs.

NAIFA MEMBER COST: NAIFA Members receive a 40% savings off the standard price of \$720. To sign up, visit <https://fc.standardandpoors.com/ondemand/index.vm?client=naifa> or call 800.326.7697.



FOR MORE INFORMATION: CONTACT TERI SHAW, NAIFA DIRECTOR OF PREFERRED PROVIDERS AT 703-770-8225. STANDARD & POORS IS A NAIFA PREFERRED PROVIDER.