

HELLO AND WELCOME TO INSURANCE AGENCY MARKETING SERVICES

Below you will find information on how to register in SureLC, our e-contracting system.

The information below will guide you on how to register in SureLC, create your contracting profile and request carrier contracts/appointments as needed.

Please Note: Google Chrome is the preferred internet browser for use with SureLC

REGISTRATION:

Copy and paste this link into your internet browser to access SureLC: https://surelc.surancebay.com/sbweb/agency/86 Follow the steps to allow Adobe Flash Player (if needed)

- On the log in screen, click **New User**. (Even if you use SureLC through another agency, if this is the first time contracting under this agency, you still need to click New User) After you create a profile, you can use the link above and your new password to review and edit your personal information or request new contracts/appointments.
- Once you are registered and logged into the system, click My Info to create your online contracting profile.

NIPR TAB:

- Shows basic demographic information on file at NIPR
- Information can be changed on this screen, but will not be changed at NIPR. It is recommended to also reach out to NIPR to update your informatin.
- Once all required information is entered, the NIPR Tab at the bottom of the screen will show a green check mark.

DBA TAB:

- · How are you doing business with our agency?
- *Individual* (carrier pays commissions to you directly)
- Business Entity (carrier pays commissions to your firm that you are an officer of)
- <u>Licensed Only Agent</u> (carrier pays commissions to the agency or agent you desginate) please contact Licensing@firstheartland.com and indicate who you want to setup to receive your commissions. It must be added on the backend and the appointment paperwork cannot be processed without this information.
- Once all required information is entered, the **DBA Tab** at the bottom of the screen will show a green check mark.

QUESTION TAB:

- These are 19 of the most common background questions asked on carrier contracting forms. The answers to these questions will be mapped onto the carrier appointment paperwork.
- If you answer Yes to any of these questions, be sure to either upload an explanation document or create one using th SureLC system.
 - * If any of your answers change, please update this tab or contact Licensing@firstheartland.com
- Once all required information is entered, the **Questions Tab** at the bottom of the screen will show a green check mark.

EFT TAB:

- Click Upload Business/Personal Voided Check.
- If you are signed up as a Licensed Only Agent on the DBA Tab, you will not see the EFT Tab.
- Once your check is uploaded, enter the Routing and Account numbers and choose an account type.
- Once all required information is entered, the **EFT Tab** at the bottom of the screen will show a green check mark.



HISTORY TAB:

- Here you can enter 7 years of address and employment history
- This information is not mandatory in order for you to request carrier contracts. Whether you enter this information or not, the **History Tab** will not show a green check mark.

TRAINING TAB:

- Verify your FINRA information, if applicable.
- AML Training:
- To add a new training: click on "Add AML Training" and complete the fields and upload a copy of your AML certification.
- If the system is displaying a current AML training, you can use the edit button to edit or upload a copy if it missing.
- Once all required information is entered, the **Training Tab** at the bottom of the screen will show a green check mark.

E&O TAB:

- Click Upload Existing E&O
- Enter policy information
- Click Upload Certificate
- Once all required information is entered, the **E&O Tab** at the bottom of the screen will show a green check mark.

SCAN TAB:

- Upload any other ancillary documents that need to be included in your contracting profile by clicking the blue file folder icon. (i.e. annuity certificate, articles of incorporation etc...)
- Click Signature Capture to digitally create and save your signature. If you prefer to handsign a form to be uploaded into SureLC, please contract Licensing@firstheartland.com and requst a Signature Authorization Form.
- Once all required information is entered, the **Scan Tab** at the bottom of the screen will show a green check mark.

REQUESTING APPOINTMENTS:

- Click Appointment Request in the upper right hand corner of the screen and choose New Request.
- Choose a carrier and request product type, and then click *Next*. (you can only choose one carrier at a time).
- Choose a state or states and a product or products, and then click *Next*.
- Answer all carrier specific miscellaneous questions, uploading any supporting documentation as needed, and then click Next.
 - * SureLC requires your original 19 background questions to be re-confirmed every 2 months. You will either need to
- confirm or update your background answers on this step.
- All carriers in SureLC require that you preview the contracting paperwork before submission to the agency. Scroll to the bottom, then click Confirm in the upper right hand corner of the screen and choose *Apply My Signature*.
- Some carriers have multiple pages to confirm, such as Allianz. You will need to click "confirm" and "apply my signature" twice.

Additional Information:

You can see your current licenses on the Licenses Tab. Please note that SureLC links with NIPR.com every 2 weeks, so any changes made to your licenses will not appear right away

Please direct all questions and issues to:

contracting@iamsinc.com

Producer Set-Up Packet

USE HIGH RESOLUTION SCANNER OR HIGH QUALITY FAX

Social Security #:	Gender:	Date of	Birth:/_	/
Email:		Resident Insur Lic. # & State	ance:	
Last Name:	First Name	e:		MI:
Phone:	_ Fax:	C	ell:	
Title:Marital Sta	atus:	Maiden	Name:	
Driver's Lic. #:	DL \$	State:D	L Exp Date: _	
Residential Address (No PO B	oxes)	Start Date:	// <u>City/St</u>	ate Not Needed
Line 1:	Line 2:		Zip code:	
Mailing Address (No PO Boxes	<u>s)</u>	Start Date:	// /	ate Not Needed
Line 1:	Line 2:		Zip code: _	
Doing Business As:	dividual	Business Entit	у [Solicitor/LOA
If DBA Solicitor/LOA, list who you a	re assigning commis	sions to:		
Complete th	e following only i	f DBA a Busir	ness Entity:	
EIN:Business Naı	ne:	We	bsite:	
Your Title:Pho	ne:	Fax: _		
Principal Name:	Principal Tit	ile:	Email:	
Company Type: Corporati	on Partners	hip LLC	LLP	
Corporate Address (No PO Bo	xes)	Start Date:	// / <u>City/St</u>	 ate Not Needed
Line 1:	Line 2:		Zip code: _	

Legal Questions for Contracting and Appointment Requests

Please answer the following questions. If you answer YES to any question, be sure to provide a full, detailed explanation including specific dates.

Name:			
Danie.			

1	Have you ever been charged or convicted of or plead guilty or no contest to any Felony, Misdemeanor, federal/state insurance and/or securities or investments regulations and statutes? Have you ever been on probation?	Yes	□No
1A	Have you ever been convicted of or plead guilty or no contest to any Felony?	Yes	No
1B	Have you ever been convicted of or plead guilty or no contest to any Misdemeanor?	Yes	No
1C	Have you ever been convicted of or plead guilty or no contest to a violation of federal or state securities or investment related regulation?	Yes	No
1D	Have you ever been convicted of or plead guilty or no contest to a violation of state insurance department regulation or statute?	Yes	□No
1E	Has any foreign government, court, regulatory agency, or exchange ever entered an order against you related to investments or fraud?	Yes	□No
1F	Have you ever been charged with any Felony?	Yes	□No
1G	Have you ever been charged with any Misdemeanor?	Yes	No
1H	Have you ever been on probation?	Yes	No
2	Have you ever been or are you currently being investigated, have any pending indictments, lawsuits, or have you ever been in a lawsuit with an insurance company?	Yes	□No
2A	Are you currently under investigation by any legal or regulatory authority?	Yes	□No
2B	Have you been under investigation by any insurance company?	Yes	□No
2C	Have you ever been or are you currently involved in any pending indictments, lawsuits, civil judgments or other legal proceedings (civil or criminal)(you may omit family court).	Yes	□No
2D	Have you ever been named as a defendant or codefendant in a lawsuit, or have you ever sued or been sued by an insurance company?	Yes	□No
3	Have you ever been alleged to have engaged in any fraud?	Yes	No
4	Have you ever been found to have engaged in any fraud?	Yes	No
5	Has any insurance or financial services company, or broker-dealer terminated your contract or appointment or permitted you to resign for a reason other than lack of sales?	□ _{Yes}	□ _{No}
5A	Were you terminated/resigned because you were accused of violating insurance or investment related statutes, regulations, rules or industry standards of conduct?	Yes	∏No
5B	Were you terminated/resigned because you were accused of fraud or the wrongful taking of property?	Yes	☐ No
5C	Failure to supervise in connection with insurance or investment related statues, regulations, rules or industry standards of conduct?	Yes	□No
6	Have you ever had an appointment with any insurance company terminated for cause or been denied an appointment?	Yes	□No
7	Does any insurer, insured, or other person claim any commission chargeback or other indebtedness from you as a result of any insurance transactions or business?	Yes	□No

8	Has any lawsuit or claim ever been made against your surety company, or errors and omissions insurer, arising out of your sales or practices, or, have you been refused	Yes	☐ No
8A	Has a bonding or E&O coverage? Has a bonding or surety company ever denied, paid on or revoked a bond for you? Or, have you ever had a claim filed against your surety company?	Yes	☐ No
8B	Has any Errors & Omissions (E&O) carrier ever denied, paid claims on or cancelled your coverage? Or, have you ever had a claim filed against your E&O carrier?	Yes	☐ No
9	Have you ever had an insurance or securities license denied, suspended, cancelled or revoked?	Yes	□ No
10	Has any state or federal regulatory body found you to have been a cause of an investment – or insurance – related business having its authorization to do business denied, suspended, revoked, or restricted?	Yes	□ No
	Has any state or federal regulatory agency revoked or suspended your license as an attorney,		
11	accountant, or federal contractor? Has any state or federal regulatory agency found you to have made a false statement or	☐ Yes	□ No
12	omission or been dishonest, unfair, or unethical?	Yes	□ No
13	Have you had any interruptions in licensing?	Yes	∐ No
14	Has any state, federal or self-regulatory agency filed a complaint against you, fined, sanctioned, censured, penalized or otherwise disciplined you for a violation of their regulations or state or federal statutes? Have you ever been the subject of a consumer initiated complaint?	Yes	□ No
14A	Has any regulatory body ever sanctioned, censured, penalized or otherwise disciplined you?	Yes	No
14B	Has any state, federal, or self-regulatory agency filed a complaint against you, fined o sanctioned you?	Yes	☐ No
14C	Have you ever been the subject of a consumer initiated complaint?	Yes	☐ No
15	Have you personally or any insurance or securities brokerage firm with whom you have been associated filed a bankruptcy petition or declared bankruptcy?	Yes	No
15A	Have you personally filed a bankruptcy petition or declared bankruptcy?	Yes	☐ No
15B	Has any insurance or securities brokerage firm with whom you have been associated filed a bankruptcy petition or been declared bankrupt either during your association or within five years after termination of such association?	Yes	☐ No
15C	Is the bankruptcy pending?	Yes	☐ No
16	Have you ever had any judgments, garnishments, or liens against you?	Yes	□ No
17	Are you connected in any way with a bank, savings & loan association, or other lending or financial institution?	Yes	□ No
18	Have you ever used any other names or aliases?	Yes	□ No
19	Do you have any unresolved matters pending with the Internal Revenue Service or other taxing authority?	Yes	□ No
	If you answered any questions YES, provide an explanation that includes dates, actions, and desc additional paper if necessary.	riptions. A	ttach
chai	attest that the information I have provided is true to the best of my knowledge. I acknowledge that nges, I will notify my agency office within 5 days of such change. Further, I understand that my age when I need to answer carrier specific questions. Date:		
9'	Dutci _		

LETTER OF EXPLANATION

Date of Action:/	
Action:	
Reason:	
Explanation:	
Date of Action:/	
Action:	
Reason:	
Explanation:	
Date of Action:/	
Action:	
Reason:	
Explanation:	
N	OTE Use additional paper if necessary
<u>LICENSES</u>	
AML Provider: LIMRA NONE OTHER	Date Completed:/
If Other, Provide Certificate of Completion.	
Are you a Registered Rep with FINRA? Yes No	
If Yes, Broker/Dealer Name:	CRD #:
Please list any Honors you currently hold:	

ELECTRONIC FUND TRANSFERS (EFT)

Account Owner Name (Req	uired):			
Transit/ABA #:				
Account #:				
Financial Institution Name:				
Branch Address:				_
City:			_ Zip:	
Account Type: Checking	g O Saving Pl	hone:		
By signing below I hereby a necessary, adjustments for indicated on this form. This received written notification authorization is subject to the agreement, or loan agreem	credit entries in error to the authority is to remain in for from me of its termination to terms of any agent or r	he checking and ull effect until th n. I understand representative o	d/or savings accor ne Company has that this contract, commiss	ion
Signature:		Date:		
Attach co	py of the check here deposit slip for sa		•	

<u>History</u>

NOTE Attach additional info if needed

Employment Please provi	<u>de past 7 years of en</u>	nployment history:
From:// To: _ Company: Location:		Position:
From:/ To: Company: Location:		Position:
From:// To: Company: Location:		Position:
Address History Please p		address history: Attach additional info if needed
From:/ To:		City/State Not Needed
Line 1:	Line 2:	Zip code:
From:/ To: _		City/State Not NeededZip code:
From:/ To:		City/State Not Needed
Line 1:	Line 2:	Zip code:

Replace this page with a copy of your E&O Insurance Certificate of Coverage

IMPORTANT: E & O Certificate must list your full name as the insured. Please refer to the following examples.

CORRECT:

My Insurance Agency Inc.

Joe Agent

123 Main Ave
City, State, 12345

INCORRECT:

My Insurance Agency Inc. 123 Main Ave City, State, 12345

If individual name is not listed correctly please provide a letter from the E&O Carrier listing agents covered under agency policy.

Signature Authorization

PLEASE READ THIS AUTHORIZATION, SIGN IN THE BOX BELOW AND SUBMIT THIS FORM BY FOLLOWING THE INSTRUCTIONS PROVIDED ON THE COVER PAGE.
SuranceBay, LLC and its general agency customers (the "Authorized Parties") to affix or append a copy of my signature, as set forth below, to any and all required signature fields on forms and agreements of any insurance carrier (a "Carrier") designated by me through the SureLC software or through any other means, including without limitation, by e-mail or orally. The Authorized Parties shall be permitted to complete and submit all such forms and agreements on my behalf for the purpose of becoming authorized to sell Carrier insurance products. I hereby release, indemnify and hold harmless the Authorized Parties against any and all claims, demands, losses, damages, and causes of action, including expenses, costs and reasonable attorneys' fees which they may sustain or incur as a result of carrying out the authority granted hereunder.
By my signature below, I certify that the information I have submitted to the Authorized Parties is correct to the best of my knowledge and acknowledge that I have read and reviewed the forms and agreements which the Authorized Parties have been authorized to affix my signature. I agree to indemnify and hold any third party harmless from and against any and all claims, demands, losses, damages, and causes of action, including expenses, costs and reasonable attorneys' fees which such third party may incur as a result of its reliance on any form or agreement bearing my signature pursuant to this authorization.
Please sign in the center of the box below. Please use BLACK ink.

PRODUCERIDXXX



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Allianz Preferred Delaware Life Pacific Guardian Liberty Bankers Life ELCO* Life of the Southwest Pacific Life* American Equity Lincoln Financial American General EquiTrust Principal Financial Fidelity & Guaranty Lincoln Financial of NY Protective American General Proprietary Product American Life Fidelity & Guaranty NY Lincoln Financial Proprietary Product Sagicor **GBU Financial** Sentinel Security Life American National Nassau Re SILAC* American National of NY Gleaner National Western Americo Global Atlantic/Forethought Nationwide The Standard **ASPIDA** North American Upstream Great American Athene IA Oceanview Guaranty Income Life Athene NY Ibexis Life & Annuity Ohio National Ohio State Life* Atlantic Coast Integrity Brighthouse One America Lafayette Life Clear Springs Legacy Proprietary Prod. Oxford Life

LIFE

Accordia Life	Cincinnati Life	Lincoln Financial	Pan American
Aetna	Columbian Mutual	Lincoln Financial of NY	Principal Financial
Allianz	Columbus Life	LSW	Protective Life
American Amicable	ELCO Mutual*	Lumico	Prudential Financial
American General Life	Equitable Financial Life Insurance Company	Minnesota Life	Sagicor
American General Guaranteed Issue	Fidelity & Guaranty	Mutual of Omaha/United of Omaha	Security Mutual Life
American National	Foresters	Mutual Trust	Securion of NY
American National of NY	GBU Financial	Nassau Re	Sentinel Security Life
Americo	Gerber	National Life Group	Symetra
Ameritas	Gleaner	National Western	The United States Life in CO of NY
Assurity	Great Western	Nationwide	Transamerica Life
Baltimore Life	Guarantee Trust Life	North American	Unity
Bankers Fidelity	John Hancock	Ohio National	William Penn of NY
Banner Life	John Hancock of NY	Oxford Life	
Cigna	Lafavette Life	Pacific Life	

MED SUPP

Aetna Health & Life	Cigna	Medico	United Health Care/UHICA
Anthem*	Guarantee Trust Life	Mutual of Omaha/United of Omaha	
Assured*	Humana*	National Guardian Life*	
Bankers Fidelity	Lumico	Oxford Life	

LOCATED ON THE NEXT PAGE

SINGLE PREMIUM LIFE

DISABILITY / CRITICAL ILLNESS / LTC / HOSPITAL INDEMNITY MEDICARE ADVANTAGE / PRESCRIPTION DRUG PLAN



SINGLE PREMIUM LIFE

Assurity Lincoln Financial/Money Guard National Guardian Life Petersen International
Baltimore Life Lincoln Financial of NY/Money Guard National Western Sagicor
Columbian Mutual Minnesota Life One America/State Life

ELCO Mutual* Mutual Trust Oxford Life

DISABILITY • CRITICAL ILLNESS • LTC • HOSPITAL INDEMNITY

Aetna Assurity Illinois Mutual Principal Financial
American General Bankers Fidelity Mutual of Omaha/United of Omaha Standard Life
Ameritas Cigna Ohio National
Anthem Guarantee Trust Life Principal DI Group*

MEDICARE ADVANTAGE • PRESCRIPTION DRUG PLAN

Anthem - (MAPD/PDP) Cigna - (MAPD/PDP) United Health Care - (MAPD/PDP) Mutual of Omaha - (PDP Only)

Aetna (Coventry) - (MAPD/PDP) Wellcare - (MAPD/PDP)

ARE YOU REGISTERED	ON FINRA?:		
	YES	NO	
CRD#:			
BROKER DEALER / FIA	NAME:		

^{*}Paperless contracting is not available for these carriers. We will forward you carrier specific forms or email link to complete.



Name:	

	ANNUITY	
Allianz Preferred	Fidelity & Guaranty NY	North American
American Equity	GBU Financial	Oceanview
American General	Gleaner	Ohio National
American General Proprietary Product	Global Atlantic/Forethought	Ohio State Life*
American Life	Great American	One America
American National	Guaranty Income Life	Oxford Life
American National of NY	Ibexis Life & Annuity	Pacific Guardian
Americo	Integrity	Pacific Life*
ASPIDA	Lafayette Life	Principal Financial
Athene IA	Legacy Proprietary Prod.	Protective
Athene NY	Liberty Bankers Life	Sagicor
Atlantic Coast	Life of the Southwest	Sentinel Security Life
Brighthouse	Lincoln Financial	SILAC*
Clear Springs	Lincoln Financial of NY	The Standard
Delaware Life	Lincoln Financial Proprietary Product	Upstream
ELCO*	Nassau Re	
EquiTrust	National Western	
Fidelity & Guaranty	Nationwide	
	Liee	

	LIFE	
Accordia Life	Fidelity & Guaranty	Nationwide
Aetna	Foresters	North American
Allianz	GBU Financial	Ohio National
American Amicable	Gerber	Oxford Life
American General Life	Gleaner	Pacific Life
American General Guaranteed Issue	Great Western	Pan American
American National	Guarantee Trust Life	Principal Financial
American National of NY	John Hancock	Protective Life
Americo	John Hancock of NY	Prudential Financial
Ameritas	Lafayette Life	Sagicor
Assurity	Lincoln Financial	Security Mutual Life
Baltimore Life	Lincoln Financial of NY	Securion of NY
Bankers Fidelity	LSW	Sentinel Security Life
Banner Life	Lumico	Symetra
Cigna	Minnesota Life	The United States Life in CO of NY
Cincinnati Life	Mutual of Omaha/United of Omaha	Transamerica Life
Columbian Mutual	Mutual Trust	Unity
Columbus Life	Nassau Re	William Penn of NY
ELCO Mutual*	National Life Group	

LOCATED ON THE NEXT PAGE

Equitable Financial Life Insurance Company

MED SUPP, SINGLE PREMIUM LIFE

National Western

DISABILITY / CRITICAL ILLNESS / LTC / HOSPITAL INDEMNITY MEDICARE ADVANTAGE / PRESCRIPTION DRUG PLAN



Name:	

	MED SUPP	
Aetna Health & Life	Guarantee Trust Life	National Guardian Life*
Anthem*	Humana*	Oxford Life
Assured*	Lumico	United Health Care/UHICA
Bankers Fidelity	Medico	
Cigna	Mutual of Omaha/United of Omaha	
Bankers Fidelity	Medico	Cinica ricalar caro, critica

SINGLE PREMIUM LIFE		
Assurity	Guard	Oxford Life
Baltimore Life	Minnesota Life	Petersen International
Columbian Mutual	Mutual Trust	Sagicor
ELCO Mutual*	National Guardian Life	
Lincoln Financial/Money Guard	National Western	
Lincoln Financial of NY/Money	One America/State Life	

DISABILITY • CRITICAL ILLNESS • LTC • HOSPITAL INDEMNITY		
Aetna	Bankers Fidelity	Ohio National
American General	Cigna	Principal DI Group*
Ameritas	Guarantee Trust Life	Principal Financial
Anthem	Illinois Mutual	Standard Life
Assurity	Mutual of Omaha/United of Omaha	

MEDICARE ADVANTAGE • PRESCRIPTION DRUG PLAN		
Anthem - (MAPD/PDP)	Humana - (MAPD/PDP)	Mutual of Omaha - (PDP Only)
Aetna (Coventry) - (MAPD/PDP)	United Health Care - (MAPD/PDP)	
Cigna - (MAPD/PDP)	Wellcare - (MAPD/PDP)	

Are you registered on FINRA?	CRD#:
Yes No	Broker Dealer / FIA Name: