Katherine Owen Insurance Agency LLC

Katie Owen – Principal

"The Insurance Gal"

Hierarchy

Where we fit in to the larger group.

(FMO's)

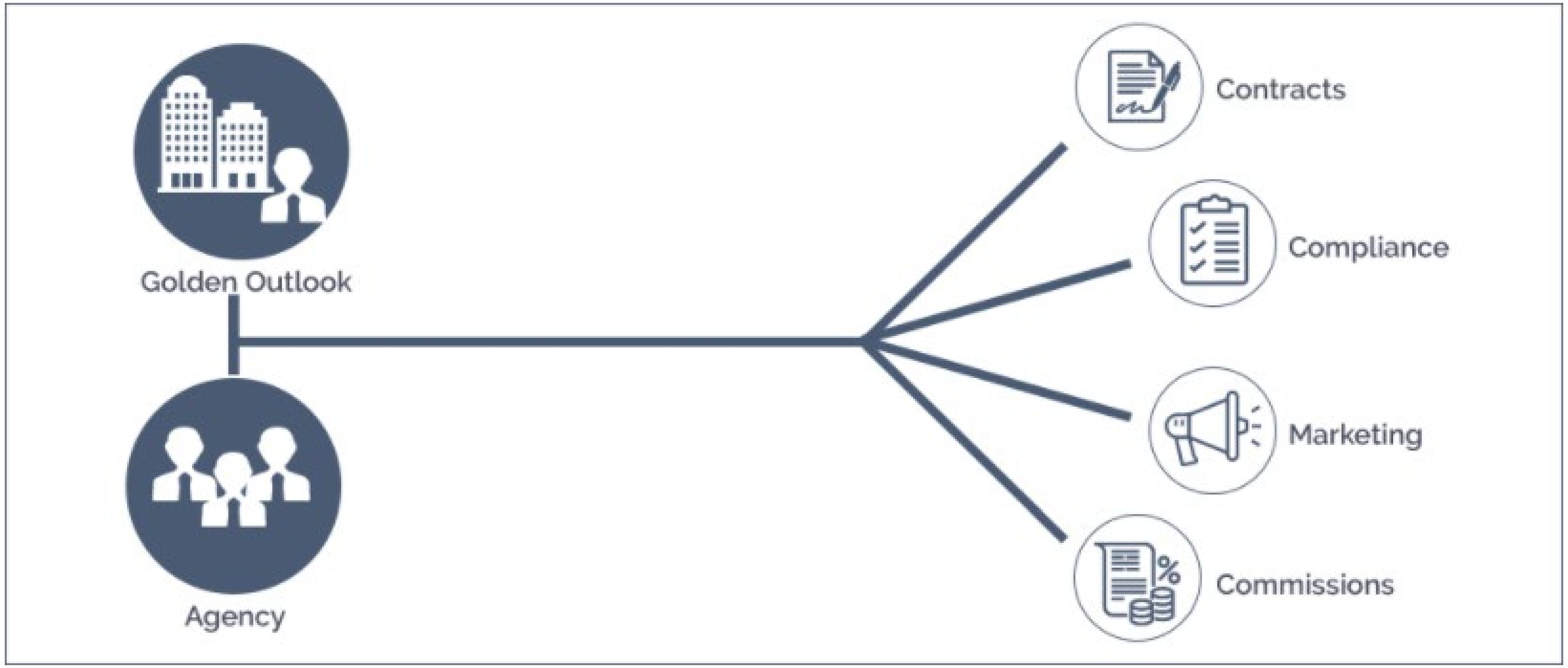
Katherine Owen Insurance Agency LLC

(KOIA)

Agents

Clients

Golden Outlook Resources & Support



Commissions are paid directly to agents, from carriers (in most cases).
Agents receive 100% of their commission.

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Insurance Gal Agents

Brand, Mission & Vision Statements

What We Are Going To Do

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- Brand Statement (for customers)
  - We help overwhelmed Medicare-eligible people successfully navigate the enrollment process. Our mission is to enroll 100,000 people by 2032.
- Mission Statement (for agency)
  - Agency valuation of $30 million by 2032.
- Vision Statement (for agents)
  - Create six-figure renewal income opportunities for 150 insurance agents who have a passion for serving people.

Our Culture

Katie Owen Insurance Gal Agents

Core Values

- High Standards
  - We raise our expectation of what's possible. We expect more from ourselves, our actions and from each other. We are professional, ethical, organized and punctual.
- Accountable
  - We hold ourselves accountable to our highest personal, professional, and financial goals.
- Personal Development
  - We seek personal growth by expanding our self-awareness and professional knowledge. We improve our personal skills to enhance our quality of life and realize our dreams and aspirations.
- Results
  - We drive the best activity to bring about significant results.
- Inspire
  - We lift-up, learn from and inspire each other to greatness.

Katie’s Family

Katie KO Owen Insurance Gal

Married to Bill (1999)
Alison (22)
Andrew (18)
Plano, Texas

My Story

My Path to Medicare

- 2003 Licensed Life & Health Agent
- Aflac Success
  - Agent (Rookie of the Year)
  - District Sales Coordinator (#1 Overall District)
  - Regional Sales Coordinator (#1 Recruiter)
  - State Trainer (Trained 5 RSC's, 25 DSC's, 500+ Agents & Implemented Coaching Program)
  - Certified Case Manager (Built Enrollment Platforms & Assisted Large Enrollments)
- After 16 Years, Ready For A New Challenge
- Introduced to Medicare

Medicare

4 Types of People Find Their Way to Medicare & My Agency

- #1 Burned Out Agents
  - Still wanting a career in insurance & to build renewals
  - Ready for something new
  - Further serve their book of business
- #2 On-fire Agents
  - Add revenue stream & build renewals
  - Further serve their book of business
- #3 Medicare Agents
  - Love selling Medicare & building renewals
  - Want support, tools, inspirational team culture
- #4 Totally New to Insurance
  - Ready for something new, work for yourself/flexible schedule, serve people, build solid income and renewals

Medicare

The Opportunity

- 10,000+ people a DAY turning 65 (becoming Medicare-eligible)
- Medicare-eligible people MUST make a decision about Medicare
  - Limited window, potential financial penalties if rules not followed
  - They don't have to enroll, but they need to know the rules and have a plan
- Bombarded/Overwhelmed
  - Telemarketers, mailers, invitations to presentations, TV commercials
- Receiving Incorrect Information
  - Well-meaning friends and family often share incorrect information
- Don't Know Who To Trust
  - Desperately need a trusted resource (that could be you!)

Medicare

Agent Impact

- You can take people from overwhelmed and stressed out to relieved and confident
- Learn about your client's unique situation
- Educate them on how Medicare works and the rules/penalties
- Help your client create a plan for the best time to transition into Medicare
- Quote different options for your client (Medigap, Part D, Medicare Advantage)
- Assist with the enrollment
- Your new client is so appreciative and thankful for your help
- Service after the sale
- Receive new referrals from happy clients

Show Me The Money

	1st Year Commission	Years 2-7	Years 8-10	Renewals Forever
Medigap Supplements* *On Average*	~20% ~$125 $300.00	~20% ~$125 $300.00	~3% $45.00	N/A
Drug Plans (PDP)	2024 $100			2024 $50
Medicare Advantage *New Enrollee*	2024 $611			2024 $306
Medicare Advantage *Change Plans*	2024 $306			2024 $306

*Each supplement carrier has different commission schedules and duration of commissions paid. Refer to the commission schedule for each carrier.
*Medigap Supplements, Drug Plans and Medicare Advantage (renewals) pay upfront or monthly (1/12th).
*Drug Plans & Medicare Advantage (new enrollees) pay up front commission (within a few weeks of effective date).

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How much money do you want to make?

		1st Year Commission	Renewals Years 2-7	Renewals Forever*
Medigap Supplements *On Average*	100 policies	~$30,000	~$30,000	N/A
Drug Plans (PDP)	100 policies	2024 $10,000		2024 $5,000
Medicare Advantage *New Enrollee*	100 policies	2024 $61,100		2024 $30,600
Medicare Advantage *Change Plans*	100 policies	2024 $30,600		2024 $30,600
Supplemental Insurance Comparison	100 policies	$50,000 AP 30% Comm. $15,000 1st Year	$25,000 AP 4% Renewal $1,000 Renewal	Renewals while policy active.

*Renewal rules might differ by carrier, refer to your commission schedule for each carrier.

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How fast can you lock in $100,000 in renewal income?

Based on <u>conservative</u> figures, when you write a combination of 400 Medicare Advantage & Medigap policies (not including drug plans), you will have secured $100,000+ in <u>renewal</u> income.

Timeline

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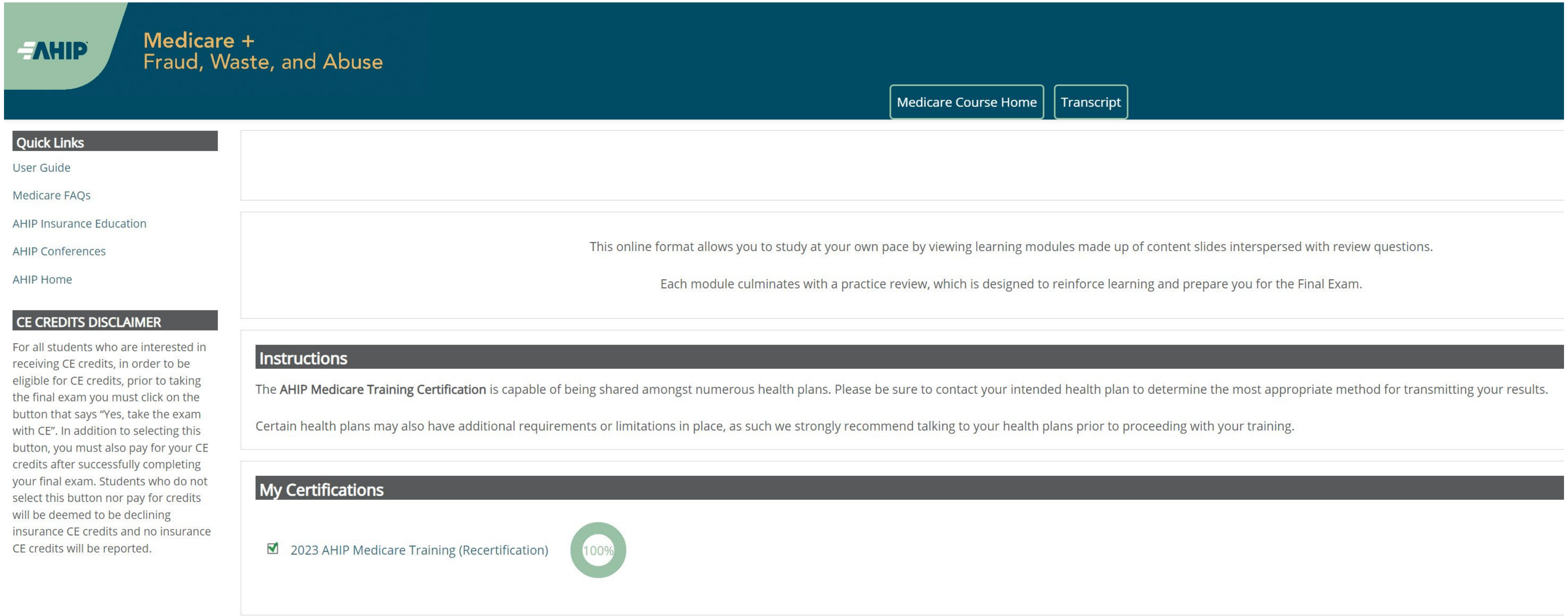
Golden Outlook Contract	AHIP Certified	Carrier Contracts	Carrier Certifications	Marketing
In order to sell Medicare, you need to be contracted with an FMO. Our FMO is Golden Outlook. E&O Insurance is required.	In order to offer different options to your clients, you need to begin with your AHIP certification. "America's Health Insurance Plans"	Request contracts for carriers in your area that offer plans for the senior market. (This can be done before or after your AHIP certification.)	Each carrier has their own certification requirements. Upon completion, you will receive a "Ready to Sell" status.	There are many ways to market to seniors and those Turning 65 (T65).

AHIP Certification

What To Expect

- Initial AHIP certification is available year-round (recertification launches annually in June)
- Cost $175 ($50 Discount Available)



AHIP Certification (cont'd)

AHIP Final Exam Companion (Resource)

AHIP Final Exam Companion

Put a checkmark by each answer you know is right. Put a question mark near each answer you are unsure of and write down the subject matter of the question. After going through all questions, return to the ones with question marks and look up the answers on your printed modules. DO NOT LEAVE THE TEST. Once you're ready to submit your answers, copy all questions/answers to your clipboard (do not paste yet). Then submit your answers. Afterwards, paste copied material to a Word doc. Good luck! You can do it!

1	26
2	27
3	28
4	29
5	30
6	31
7	32
8	33
9	34
10	35

After AHIP Certification

Carrier Contracts & Certification

- We contract with the best carriers offering superior plans to the senior market
- Once contracted, complete your certifications (different for each carrier) and receive the "Ready to Sell" status

Tracking Carriers

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Stay Organized & Use Our Systems (Resource)

Carrier	Phone #	Agent #	Website	User	Password	2021	2022
Aetna - MedSupp	866-272-6630		aetnaseniorproducts.com			N/A	N/A
Aetna - Coventry/MAPD	866-714-9301		aetna.com/producer				
Aetna - Silver Script/PDP	866-235-5660		Enroll MAPD & PDP in Ascend.				
AHIP	866-234-6909		ahipmedicaretraining.com				
Amerigroup/Anthem (TX)	855-277-6065		brokerportal.anthem.com				
BCBS - MAPD/PDP	888-723-7423		bcbstx.com/producers				
BCBS - Med Supp	888-731-0415		bcbstx.com/producers			N/A	N/A
BCBS - Supply Order	888-655-1357		(Supplies) yourcmsupplyportal.com			N/A	N/A
Cigna - Agent	866-442-7516		(Certs) cignamedicareproducers.com			N/A	N/A
Cigna - MAPD only	866-442-7516		(Mng BOB) broker.hsconnectonline.com				
Cigna - MAPD only	866-442-7516		(Write Apps) cignaforbrokers.com				
Cigna - Med Supp	877-454-0923		agentviewcigna.com			N/A	N/A
Humana	800-309-3163		humana.com/agent (IE)				
Manhattan Life	800-669-9030		manhattanlife.com			N/A	N/A
Medicare	800-633-4227		medicare.gov			N/A	N/A
Mutual of Omaha	800-693-6083 x1		(Call Supplies) mutualofomaha.com			N/A	N/A
United Healthcare	888-381-8581		www.uhcjarvis.com				
WellCare/Centene	866-822-1339		wellcare.callidusinsurance.net				
WellCare/Centene	866-822-1339		Use GO Portal or Ascend to enroll.			N/A	N/A

Success With Medicare

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Complete AHIP Certification	Carrier Contracts & Certifications	Goals	Marketing	Current Clients
Completing your AHIP Certification will give you access to sell for all carriers.	Complete contracts and certifications as quickly as possible.	Decide the income you'd like to generate from selling Medicare. Set your goals!	There are many ways to market your business. Attend all trainings to learn the best ways.	The easiest sale to make is to someone you've already sold before. Build your client database ASAP.

Medicare Referral Sources

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1. Social Media (Website, Google My Business, YouTube, LinkedIn, Facebook, Instagram)
2. Current Client Database (Mailing to Clients Turning 65 – T65)
3. Doctor's Offices (who don't take new Medicare patients)
4. Doctor's Offices (who do take new Medicare patients)
5. Pharmacies (leave brochures or cards with pharmacist)
6. T65 Mailings (people turning 65 in the next 6 months)
7. CPA
8. Financial Advisor
9. Trust Attorney
10. Social Security Specialist

Medicare Referral Sources

11. Other Professionals Who Cater to Seniors
12. Insurance Agents who cater to Under 65 Market
13. Insurance Agents who write Property & Casualty
14. Insurance Agents who focus on Life Insurance/Annuities
15. Your personal doctors (Chiropractor, Eye Doctor, Dentist, Family Doctor, other Specialists)
16. Your local Senior Center
17. Other business owners who want to build referral relationships (Master Networks)
18. Human Resource Directors (offer Medicare education to their employees)
19. Neighborhood social groups
20. Ask your Medicare Clients for Referrals

Training Modules

Agent Back Office Training Videos

- Organizing your business
- Setting up Google My Business
- Establishing relationships with Doctors & Pharmacies
- Carrier contracting
- Establishing your professional referral network
- The Medicare sales process
- Sales scenarios
- The client presentation & client handouts
- Connecture enrollment platform (3-part training)

All training videos are online/on-demand!

Agent Resources

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Agent Back Office Document Library

- CMS Final Rule for 2024
- Doctor's Office Phone Script
- Email Template – Enroll Medicare A&B
- LIS – Low Income Subsidy
- Mutual of Omaha Contract
- Manhattan Life DVH Claims Info
- Medicare Enrollment Checklist
- New Medicare Client Checklist
- T65 Letter
- Texas HHS Medicaid Resources

All documents are online/on-demand!

Personal Growth

Daily Motivation & Inspiration

- Listen to podcasts, read books, watch YouTube videos
  - Learn how to build your business
  - Learn Medicare-specific information
- Book “The 10X Rule” by Grant Cardone
- Book “The Happiness Advantage” by Shawn Achor
- Book “Beyond Positive Thinking” by Dr. Robert Anthony
- Podcast “The Medicare Agent”
- Podcast “Business Accelerator”

Team Meetings

Weekly Training

- Weekly Zoom calls (team) - 9am (Central) on Mondays (60 minutes)
- Accountability on business building activities
- Timely information on the Medicare landscape
- Receive answers to questions
- Get solutions to issues
- Learn from others' challenges and successes
- Connect with other team members
- AEP strategy sessions (weekly through AEP)
- **Must be AHIP certified and contracted with Golden Outlook & KOIA to attend weekly meetings.**

Costs To Get Started

Licensed Life & Health Agents

- Current E&O Insurance Policy
  - Napa-Benefits.org ($315 - $396 annually, can pay monthly)
- AHIP Certification
  - $175 (minus $50 discount) = $125
- Business Cards ($50 reimbursement), T65 Leads (first 1,000 free)
  - No Carrier Appointment Fees in Resident State (most carriers)

New/Non-Licensed Agents

- Kaplan Financial Study Materials (KaplanFinancial.com)
  - 3 Options ($139 - $349)
- Licensing Exam (~$50)
- Fingerprinting (~$50)
- Texas Insurance License ($50)
  - Every state has a different fee schedule

Ongoing Costs

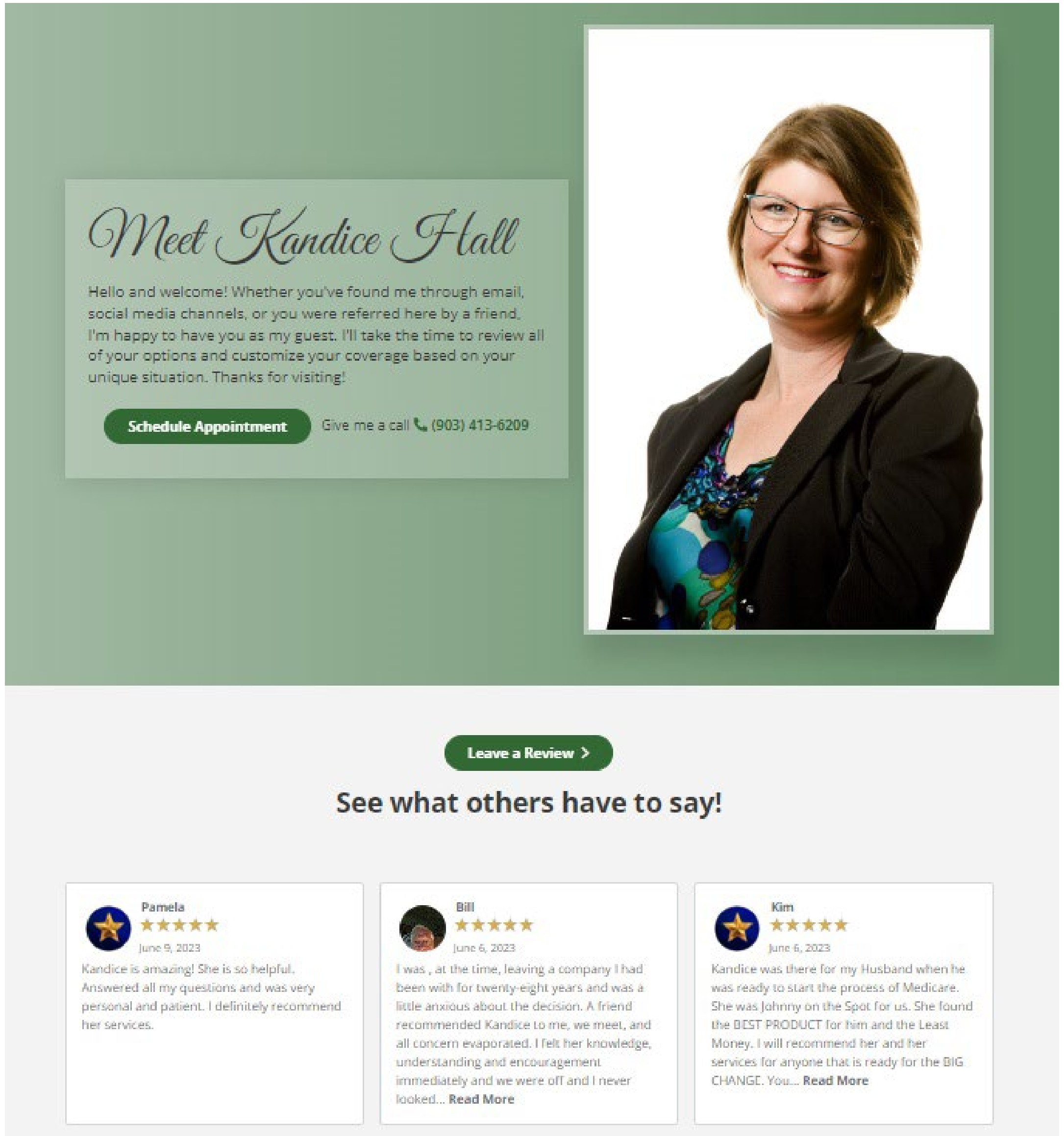
Monthly Costs

- Website (optional, but strongly encouraged)
  - Professional online presence with photos, videos, information and content
  - Third-party validation through client reviews
  - Automated scheduling and contact forms
- Agent website through KOIA ($97 per month)
  - 14-day free trial
  - Must be AHIP certified and contracted with Golden Outlook & KOIA for access

Marketing Costs

- Client gifts/giveaways (letter openers, magnets, jar openers, calendars, etc.)
- Mailings generated by you (paper, envelopes, stamps, leads)
- Gifts for referral sources
- Online ads or networking groups/events
- Community outreach events/Health Fairs

Agent Website



- Your headshot (top) & second photo (bottom of page)
- Your logo
- Personal welcome message
- Reviews
- Leave a Review link
- Schedule Appointment link
- Products and Offerings
- Blog
- Welcome video
- Contact page
- Contact info
- Social Media links
- Disclaimer verbiage

Frequently Asked Questions

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Do I have to quit my current job/position to do this?

- You don't have to quit your current job to do this. Many people begin this part-time and build up to full-time. Though you are welcome to stay part-time forever, if that's what you prefer.

How fast can I get income coming in?

- This is totally up to you!
- How fast can you secure your life & health insurance license?
- How quickly can you learn Medicare and become certified?

What's the best way to find leads?

- People you already know and/or your current client base.
- Which marketing approach resonates with you the most?

Will I be expected to work a certain amount of hours per week or on certain days of the week?

- This is your business. You decide how many hours each week and which days you work.
- Your clients will work themselves into YOUR schedule, depending on your availability.

Leading a Team of Agents

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Personal Requirements

- 100 personal policies (MAPD/Medigap)
- Use client tracker spreadsheet
- Meet with Katie 1x month to track progress
- Have a professional website & Google My Business
- Establish 10 referral sources (including 2 doctors offices and/or pharmacies)

Agent Requirements

- Recruit & personally train 3 agents
- Help your agents write 50 policies in 6 months (as a group)

Ongoing Requirements

- Your team produces 100 new policies per year (MAPD/Medigap)

Earn Bonuses

- Katie will pay you a quarterly bonus of $10 per policy written/approved by your agents (MAPD/Medigap) until you are promoted to a General Agent, then you will receive the full override

Next Step

I am interested in learning more!

- Schedule a 30-minute discussion with Katie
  - Email meeting request to: Katie@InsGal.com
- Please prepare the following
  - Why do you want a career in Medicare?
  - What can you contribute to our team?
  - How does your life align with our core values? (https://insgal.com/about/)
  - Your questions for me

Excited to help you launch your Medicare business and realize your personal, professional and financial goals!

Thank you