

## Life & Annuity Masters

INSURESOCKET BROKERAGE  
TESTIMONIAL

**Don't take our word for it —  
listen to our customers!**



*Whether it's Agency Integrator, Broker Gear, InsureSocket or one of our other products, AgencyWorks can provide you with solutions geared to your needs. Here's how we were able to help one of our top customers.*

### Life & Annuity Masters Insurance Marketing

**“Adopting the AgencyWorks system** has been the most rewarding operating decision our company has ever made.

In only seven months the system has managed to dramatically improve the core aspects of our business. It has created an invaluable internal organization and efficiency, which consequently results in excellent quality service to our agents.

InsureSocket Brokerage is the module used by our Marketing Representatives to service and manage our partner agents and agencies. The priceless feature of this system is its ability to view, and in turn provide to our partners, the status of all pending cases and contract requests. For contact information, general agent notes and status, there is a universal consistency in the information that is seen and updated throughout the company, and it's integrated with the Agency Integrator application as well.

We find it extremely helpful for our Marketing Representatives to have a “window” into our processing arena; they can view the exact information on an agent's block of business and contracting status, without having to contact our new business or contracting departments, waiting on a reply from them, etc. The notes and activities in that regard are helpful as well when different departments or employees need to correspond; their communication is relative to a particular agent or policy and kept linked to that contact's profile. Additionally, InsureSocket provides us with electronic and print marketing tools to create, manage and track campaigns. Ultimately, InsureSocket Brokerage saves time, fosters efficiency, and allows our company to endure our continuous growth.”

#### About Tommy Aiken ...

Tommy is the Chief Marketing Officer of Life & Annuity Masters Insurance Marketing, a nationally leading IMO. Continuous growth and adaptation to the changing marketplace has recently led its parent company, Lead Masters Insurance Marketing and Financial Network, Inc., to rebrand its new identity as Life & Annuity Masters. Its partners range from independent agents to major agencies, and are the life blood of the organization. Life & Annuity Masters remains committed to being on the forefront of industry innovations and technology, while still offering the quality service and solid lead programs that Lead Masters was founded upon. Tommy has 20 years of experience in the field of insurance marketing, and is dedicated to constantly advancing business strategies that build and grow the production of our valued partners. Contact Tommy at:

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