



AIG AdvancedMarkets brings you InsMark in Two Ways!

People don't buy life insurance – they buy what life insurance can do.

With 30 years of experience, **InsMark** is the leader in creating supplemental life insurance concept presentations.

Combined with our innovative product line, the power of presenting the concept (not simply selling the product) is yours.

And, there are two ways to get your hands on an InsMark concept illustrated with American General Life products!



Get this playbook: americangeneral.com/InsMarkLB
More **AdvancedMarkets** support on our [Portal!](#)

1. We'll Prepare an InsMark Presentation for You...

Click on any link, below, for a concept description and a sample presentation. To request an InsMark presentation with your next American General Life illustration, call the Sales Desk at (800) 677-3311.

PERSONAL INSURANCE

Comparisons

- ◆ Permanent vs. Term
- ◆ Other Investments vs Your Policy
- ◆ Comparison of Insurance Plans
- ◆ Cost of Waiting

Individual Illustrations

- ◆ Illustration of Values
- ◆ Life Plan Illustration
- ◆ Dollars of Benefit for Pennies of Cost
- ◆ 401(k) Plan Split Funded with Life Insurance
- ◆ Mortgage Plan

Estate Illustrations

- ◆ Funding Estate Liquidity with Discounted Dollars
- ◆ Dynasty Trust vs Non-Dynasty Trust

Charitable Illustrations

- ◆ Charitable Giving Plan
- ◆ Dollars to Charity for Pennies of Cost

BUSINESS INSURANCE

Executive Benefits

- ◆ Salary Continuation Deferred Compensation
- ◆ Survivor Income (Death Benefit Only)
- ◆ Executive Trifecta
- ◆ Executive Bonus Plan

Miscellaneous

- ◆ Funding Buyouts with Discounted Dollars

SPLIT DOLLAR

Employer-sponsored

- ◆ Endorsement Split Dollar
- ◆ Endorsement Split Dollar with Optional Transfer at Retirement
- ◆ Endorsement Split Dollar with Salary Continuation at Retirement
- ◆ Limited Collateral Assignment Split Dollar
- ◆ Loan-Based Split Dollar

Private Split Dollar

- ◆ Private Limited Collateral Assignment Split Dollar
- ◆ Loan-Based Private Split Dollar

2. Or, You Can Do It Yourself – FREE!

Create these concepts yourself AND access additional calculators and needs analysis presentations!

Click [here](#) to go to the InsMark website and download the InsMark Installation Utility. When prompted, enter the **Serial Number: 12345678010**. Contact InsMark at (925) 543-0507 for installation or software support.