

# Why Medicare?



BY 2030, AROUND  
**80 MILLION PEOPLE** WILL BE  
ELIGIBLE FOR MEDICARE.

This is your biggest opportunity!



YOU CAN  
BE THE  
ONE-STOP  
SHOP  
for all their  
insurance  
needs.



That means **ONE OUT OF  
EVERY FIVE** Americans will  
be age 65 or older.



THE AVERAGE BENEFICIARY HAS  
**43 PLANS TO CHOOSE FROM**  
and they need your help.



## Medicare sales will continue to rise.

Now is the time to take advantage of the opportunity to increase your income and expand your client base.

At Greater Care, we provide the resources and support you need to succeed in this rapidly growing marketplace. Join us today and take your business to the next level.

### Connect with Greater Care!

**(949) 231-2722**

[www.greatcia.com](http://www.greatcia.com)



**GCIA provides a breadth of experience and industry leading tools to insurance brokers and agencies focusing on Senior Health and Wealth products. We offer a wide range of services, including administrative/marketing support, lead generation, compliance training and much more. We understand the challenges that you face, and we are here to help you overcome them. We have a team of 70+ administrative employees who are dedicated to providing you with the support you need to succeed. As an agency, you'll have:**

- Industry leading support and technology
- Local market support
- Extensive network introductions
- Yearly certification huddles
- Pre & Post AEP huddles
- Group huddles throughout the year
- Post AEP year's end review
- Lock-in strategy and business planning
- Initial & continued investment for growth
- On-going product trainings
- Medicare Carrier and Medical Group events

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#### **About Florest Koulo:**



**With over a decade in the Medicare industry, I hold a lot of experience in many areas of the Medicare plan navigation and marketing process. The GCIA team is committed to providing you with the support you need to succeed, our mission is to help you grow. My career experience has only been in the Medicare world, thus allowing me to share an extensive network and knowledge base. I understand the challenges that you face, and we are here to help you overcome them. Let's grow together!**

## **Connect with me!**

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Greater Care's commitment to independent agents and agencies is a true partnership.

*Lower your prospecting costs while increasing your sales funnel & profitability.*



**You Always Own Your Book of Business**

*You worked for it, you keep it.*



**50% Co-op Marketing Reimbursement and Marketing Dollars**

*We're invested in your success.*



**Top-Level Commissions and Frequent Payments**

*Get paid faster.*



**Proven Event and Marketing Programs and Quality Lead Partners**

*Meet new clients in your community, attract more business and make more sales with our preferred lead partners.*



**Back-Office Administrative Support**

*Training, marketing, sales support, contracting, compliance and more!  
We've got you covered.*



**Technology You Need to Work From Anywhere**

*Manage leads, quote products, record calls, submit enrollments, check commission statements and more.*

**CONNECT WITH US!**

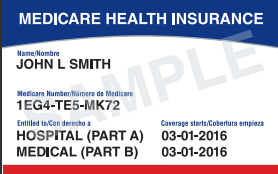
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# Become A Top Selling Agent with Agent Academy

When it comes to Medicare sales, you always have to be up to date about compliance, carrier information, and the benefits and services your clients are and can be receiving.

## Here are a few of the trainings offered:

|                                                                                                                               |                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Medicare 101</b><br>                      | This introductory course provides a basic outline of the Medicare program, including Parts A, B, C, and D, costs, eligibility, plan options and more!                                                            |
| <b>Sales Resources</b><br>                  | This comprehensive presentation covers helpful resources found on the Medicare and CMS websites, information about working with carriers, and where to find their resources.                                     |
| <b>Details &amp; Tips</b><br>              | This presentation is centered around the finer details of selling Medicare, including a closer look at formularies, preparing clients for the coverage gap, and the differences between Part B and Part D drugs. |
| <b>Appointments &amp; Applications</b><br> | This interactive workshop combines learning about the application process and hands-on experience on how to search for plans and drug coverage based on real world scenarios and examples.                       |

We're here every step of the way.

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# Tools to Help You Sell

Get access to your own suite  
of online tools available to you  
anywhere you have internet!

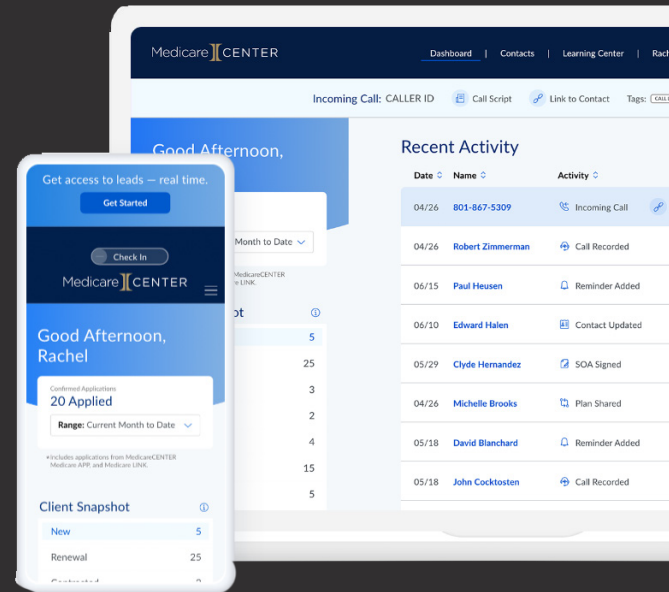
Medicare **||** CENTER

and



gain

General  
Agent  
Insurance  
Network



- Manage leads and applicants
- Enroll clients directly from the field
- Check status for submitted enrollments
- Access your appointment and events calendar
- Look up doctors and prescription drugs
- Call record compliantly
- Quote Medicare products
- Generate sales and client reports
- Report your events
- Order marketing material and enrollment supplies
- Complete training on your time, and so much more!



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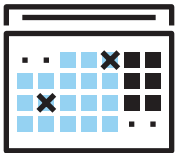
# Marketing Resources

We strive to provide you with innovative programs and resources to help you better utilize your time, so you can capitalize on new business opportunities.



## Lead Programs

Whether you prefer in-person or internet leads, phone appointments, or seminars, we've got something for you! Order through our team, or Integrity's **Lead**||CENTER.



## Event Opportunities

Keeping you in front of prospects is always our goal. Using our proven grassroots approach, we will help you connect with potential clients in your community like never before. Get qualified and start hosting!



## Client Retention Programs

Yearly retention mailings, a monthly birthday card program, and digital retention resources are just a few ways we can help you retain clients or keep them informed of important changes.



## Advertising and Marketing Materials

Flyers, websites, signage, mailers, digital ads, promo items and more! Our turnkey, personalized collateral is always CMS-compliant, so you never have to worry about the message you are promoting. Plus, you get 100 flyers FREE every month

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**GREATERCARE**  
— INSURANCE AGENCY —

# Support and Services

Our business model is designed so you can focus on what you do best, sales! Our dedicated departments all play a role in your success in the Medicare industry.

\*Must meet program requirements for co-op. Co-op dollars may not be available if you are a sub-agent to an agency under AGA.

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## Investment

We pay 50% of your marketing costs\*, plus give you bonus marketing dollars on select enrollments.

## Commissions

We pay three times a month and we'll fight for your missing payments.

## Contracting/ Certification

One contract for all carriers and step-by-step certification instructions.

## Events

Event coordination, marketing assistance, and reporting to CMS on your behalf.

## Leads

A variety of lead sources to fit your needs, including LeadCenter. Some are available at discounted pricing through AGA.

## Marketing

From flyers to websites, we have turnkey, CMS-compliant collateral for your every need. Access to a graphic designer, and custom materials for more personalized campaigns. Plus, access to an online shop for all your printing needs.

## Provider Relations

Creating grassroots opportunities for qualified agents with top medical groups and providers in the industry.

## Sales

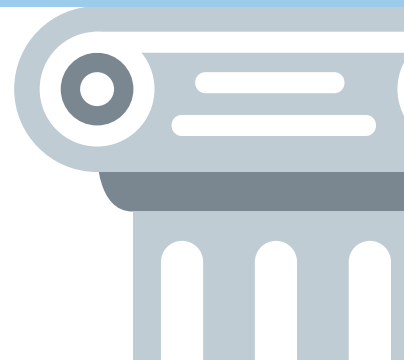
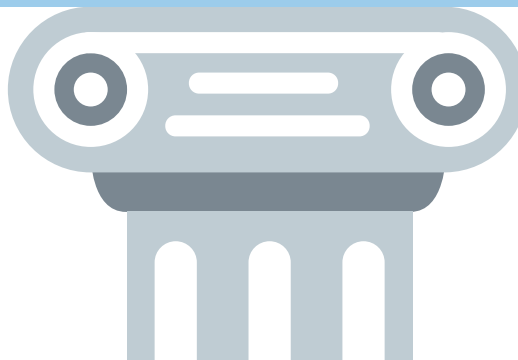
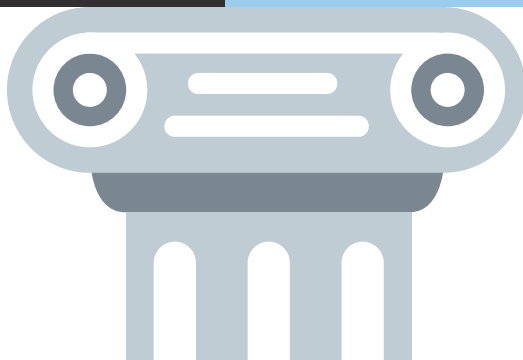
A dedicated team of experienced professionals to guide you on everything from generating leads to closing sales. Our support team is designed to help you be more efficient, succeed and grow your business.

## Submissions

Use MedicareCenter or our enrollment tools to get your applications submitted. We'll scrub and process enrollments on your behalf and ensure timely submission to the carrier.

## Technology

Access to an Agent Portal and MedicareCenter to quote products, submit enrollments, record calls, manage leads and more. You'll get access to all the tools you need to manage your business from anywhere.





INVESTING IN

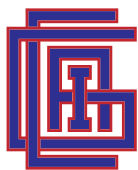
# *Your Success*

## WHY GREATER CARE?

Greater Care invests in our brokers through marketing dollars and our 50% co-op program.

By providing you with investment support, we make it easier for you to participate in effective marketing strategies that will help you stand out in a crowded market.

The best part? There are no writing requirements, no yearly cap, and you never have to pay it back.



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### Top-Level Commission

You earned it, you keep it. We never take anything off the top for our services.



### Co-op Program

We'll pay 50% of your advertising costs so you can double your efforts and sales!



### Marketing Dollars

Earn bonus money on select enrollments to spend on future marketing initiatives or lead purchases.



### Agent Referral Program

Earn a bonus payment for every enrollment your referred agent submits.

*A unique advantage* you won't find anywhere else.