



2025 DISTRIBUTION AND MARKETING CONFERENCE

Shaping Our Future

**Transforming Advisor
Practices: Integrating
Insurance & Wealth
Management**



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Northwestern Mutual

Agenda

- Why Integration & Why Now?
- How our firms train, support and recognize integrated practices - from early tenured to sophisticated practices
- Role of field leadership

Question for Group:

What stage is your company currently at when it comes to integrating Protection & Wealth Management?

- *Early Stage*
- *Well in Progress*
- *Fully Integrated*

The top of the slide features a dark blue background with a collection of geometric shapes. On the right side, there is a complex, symmetrical pattern of triangles in shades of blue, yellow, and orange, resembling a stylized compass rose or a map projection. Scattered across the rest of the header are several individual triangles in yellow, orange, and light blue.

The Case for Integration is Clear

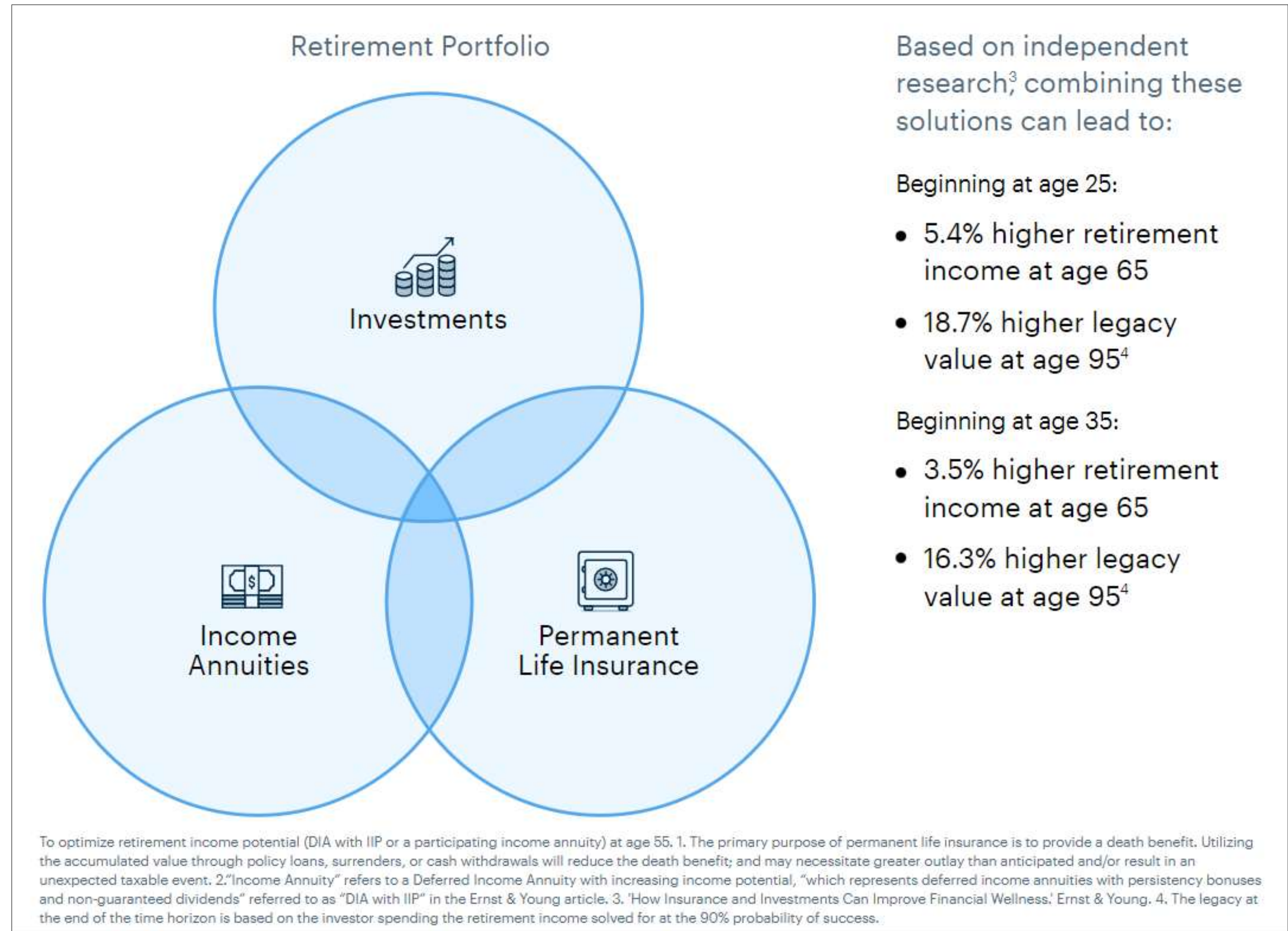
ThinkAdvisor reported in December 2024...

- Individuals who are 78 years or older will leave \$84 Trillion to heirs by 2045.
- More than 80% of the heirs and beneficiaries are likely to move what they inherit to new financial advisors, life and annuity specialists.
- Interest in life insurance is increasing...[due to] its role in helping wealthy clients manage tax obligations.
- One-sector specialization is in the past “everyone wants to offer the one-stop shop.”



ERNST & YOUNG (EY)

A financial plan that combines permanent life insurance, income annuities, and investments is more likely to outperform an investment-only approach over the long-term.



The Case for Integration @ Northwestern Mutual

CLIENTS WITH A PLAN...

3x

More likely to own risk & investment products

45%

More likely to make an additional purchase within 3 years

INTEGRATED PLANNERS...

95%

AUM retention with integrated clients, versus **90%** for investment-only clients

50%

Higher total compensation for integrated planners vs. non-integrated planners

NM: Integrated Client Experience & Field Experience



NM: Early Tenured Advisor Development

NATIONAL TRAINING PROGRAM



PRE-FINANCIAL PLANNING ACADEMY	FINANCIAL PLANNING ACADEMY	POST FINANCIAL PLANNING ACADEMY	
		ONGOING LEARNING FOR FIRST 3 YEARS	NTP TRAILBLAZER ACADEMY
<ul style="list-style-type: none">• eLearnings• Life, Health• Practice environment and language tools• Market Development• Mentor and leader engagement	<ul style="list-style-type: none">• 14 Day – virtual/in person• Intro to Planning• Prospecting, phoning• Product training• Joint work• Practice and language tools• Market Development• Mentor and leader engagement	<ul style="list-style-type: none">• Planning• Sales cycle language and skills• Progressive product training• Investment licensing• Business management methods• Capstone learning projects• Joint work• Practice and language tools• Market Development• Mentor and leader engagement	

Advisor Career Path – Roadmap

Year End	Activity					Financial Security Planning		Financial Management						Professional Development	
	Fact-finders	Plans Delivered	Lives	New Clients with a Plan (Granum)	New Clients with a Plan (NM)	Insurance Premium Credit	New Assets Under Mgmt	FYCs	IPS Income	QI%	Total Field Revenue	Expense Ratio	Net Income	Company Milestones	Registration & Credentials
1	300	27													
2	250	22													
3	200	18													
4	150	13													

Assumes that 90% of factfinders will result in a delivered plan.

Total new clients — both Granum and NM — assumes every client has a plan.

Includes annuity premium.

The sum of all FYCs, renewals, bonuses and IPS revenue.

Based on 2017 awards criteria.

Values derived from top-quartile producers in the system to demonstrate what is possible.

NM: Integrated Awards, Honors & Events



Length of Service	2018	2023
Year 3	8%	20%
Year 4	17%	27%
Year 5	25%	42%

NM: Integrated Client Experience & Field Experience



NM: Shared Services Support

Advisor Level Services

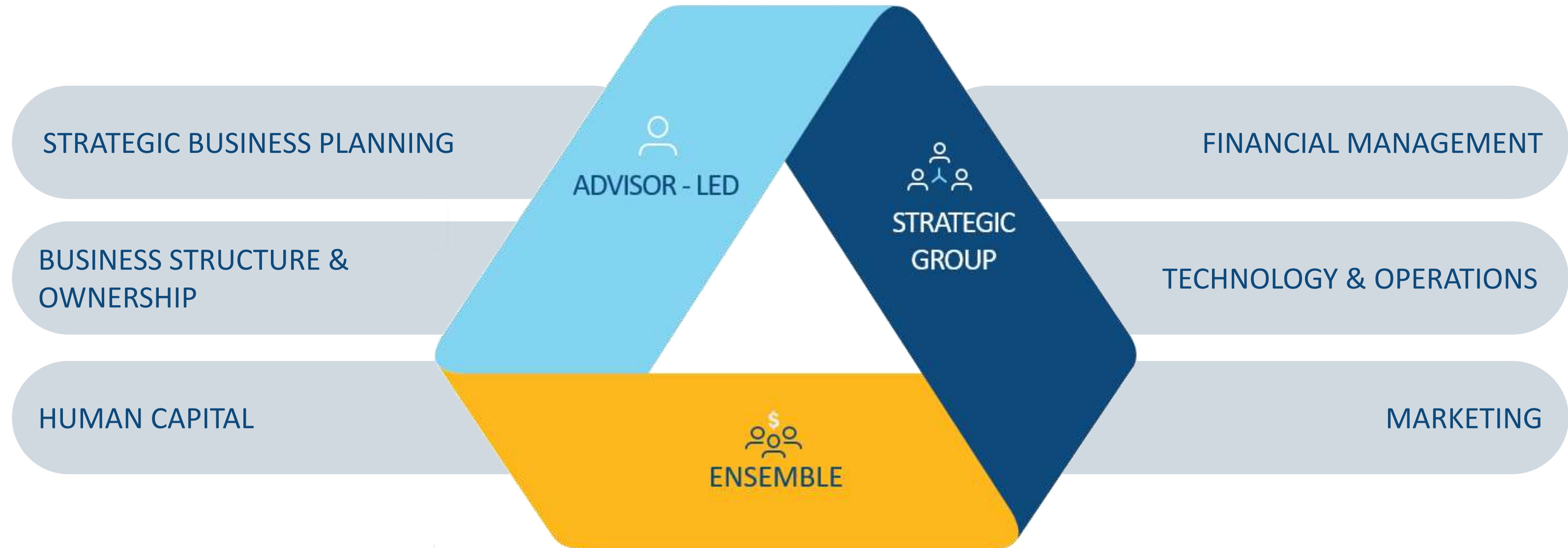
- Financial Planning Services
- Investment Client Onboarding
- Sophisticated Planning Strategies

Office Level Services

- Consulting on local services
 - Sales Execution Teams; Financial Planning Departments
- Technology Adoption
- Centralized Accounting, App Input, Supervision

ADVISOR PRACTICE PLATFORM

build | grow | transition



Supported By:



Home Office



Field Leaders



Strategic Partners

NM: Integrated Client Experience & Field Experience



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Guardian - Our Evolving Growth Strategy

The Case for Integration

- The convergence between life and wealth has accelerated as consumers increasingly demand holistic financial advice – HNW and affluent demand for holistic advice has more than doubled in the past 5 years
- Guardian has a significant opportunity -
 - ✓ Upskilling our **early tenure** producers to do wealth management earlier
 - ✓ Supporting our **moveable middle** to more broadly transition to holistic planning
 - ✓ Enabling our **top producers** to grow their practice with an expansive suite of protection & WM products



**Data cumulative of Guardian Net Field Force 2023-2024*

Guardian: How we are approaching integration

- What do our FR's need to be successful?
- What are the areas we need to focus on as an organization?
- What are our biggest risks and key things to consider?



Guardian: Our Planning Process

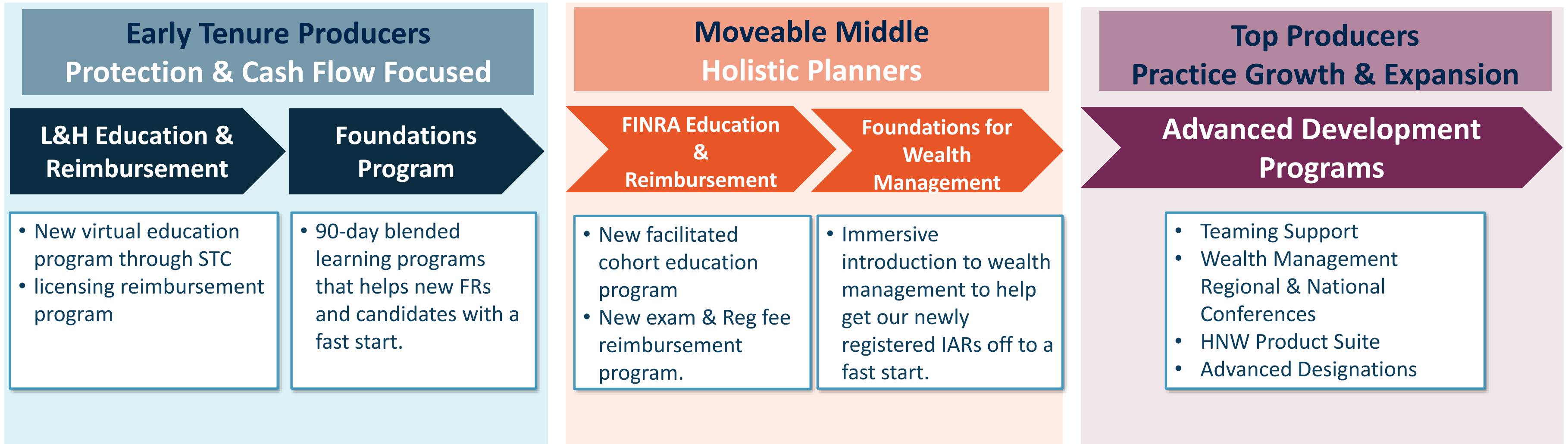


A Balanced Strategy Within Your Control



- Future is Unpredictable
→ Protect Your Todays
- Emphasize Rate of Savings, Then Rate of Return
- Allocate Cash Flow to Build Liquidity & Grow Wealth
- Allocate Cash Flow to Eliminate Debt & Manage Taxes

Guardian: Training & Practice Support



Consistent & Integrated Planning Process
Evolving Technology, Tools & Resources

Guardian: Recognition

Client Builder Award Program

- Evolving CBA to a 5-year program
- Forging a path to Leaders Club
- Incorporating Wealth Management milestones
- A partnership to expand FR Recognition



90-Day CBA Qualifiers are 10 times more likely to achieve Leaders Club Recognition.



90-Day CBA Qualifiers are 2.25 times more productive.



90-Day CBA Qualifiers are 3 times as likely to remain in the business

Recognition For Qualifiers
LBS 6 –Month Subsidy (All Levels)
Smart Office 6-Month Subsidy (All Levels)
PAS Annual Registration Fee (WM Plus Up & Years 3-5)

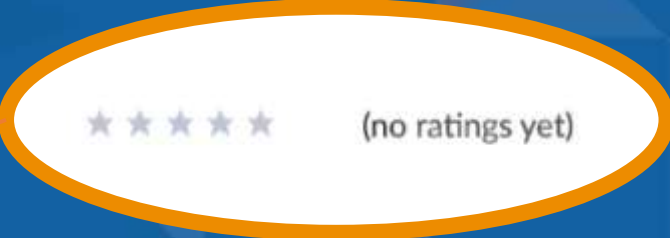
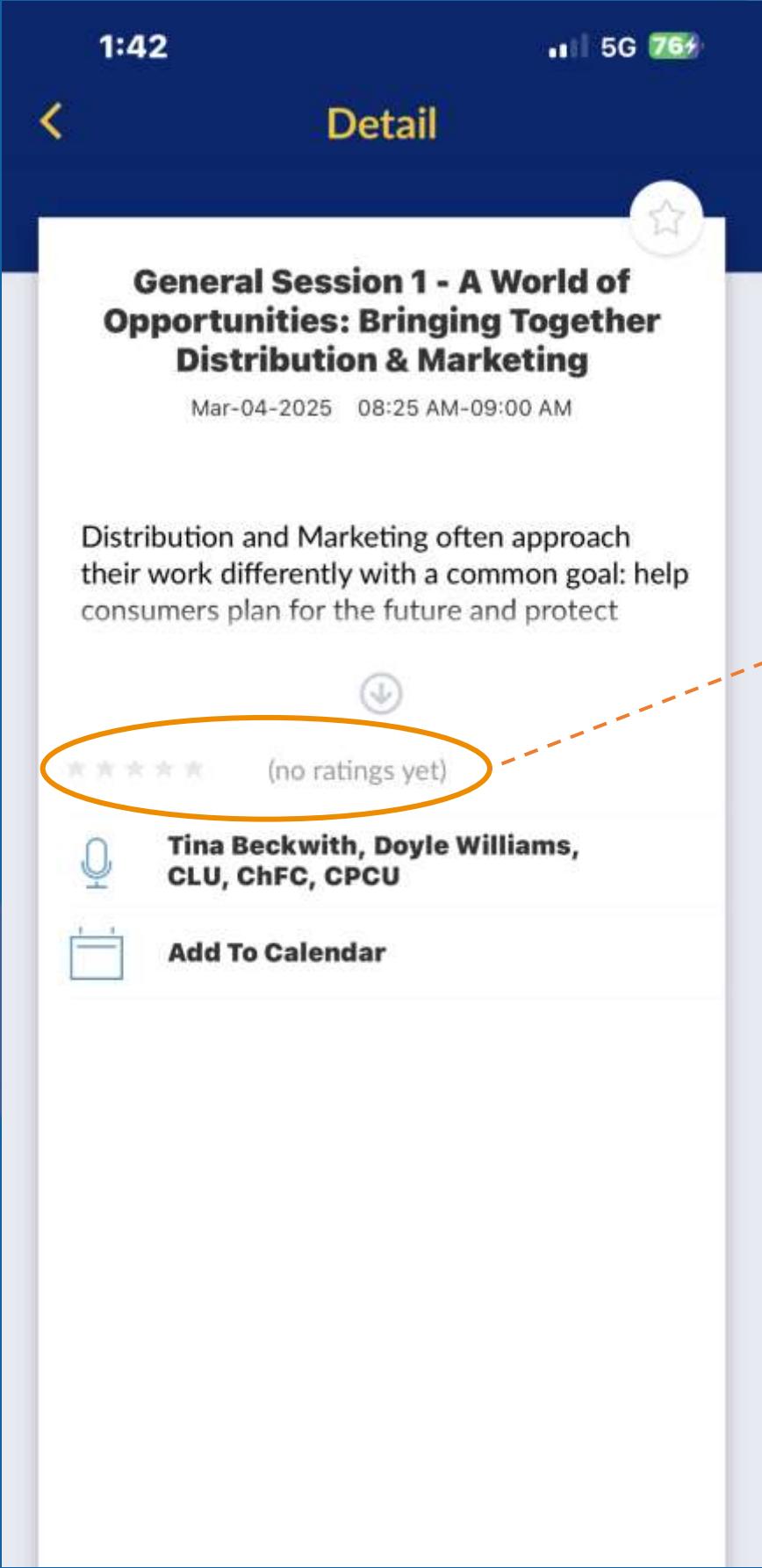
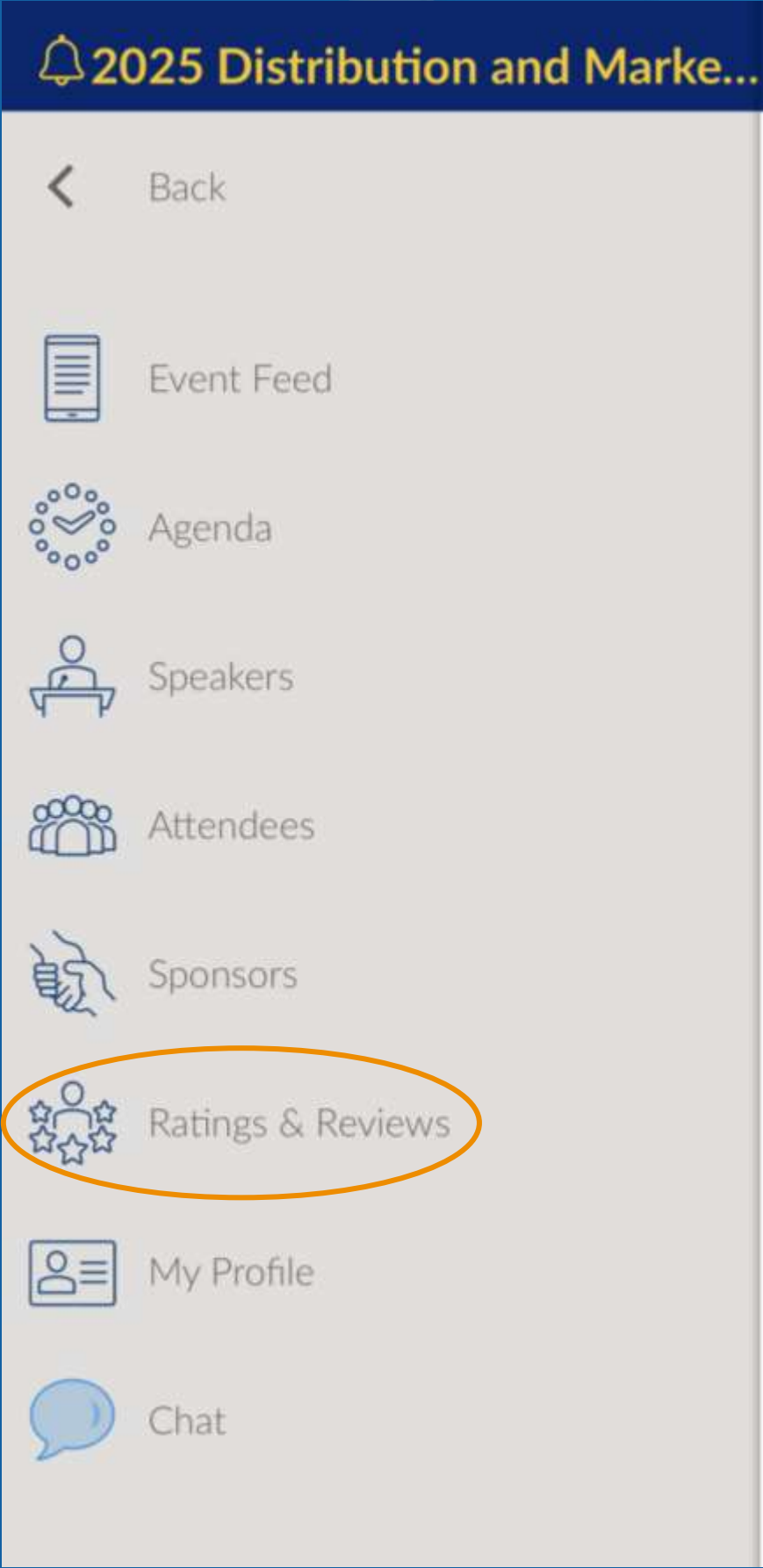
Client Builder Program
90 Day CBA <i>Protection Focused Milestones</i>
Year 1 CBA Protection Focused <i>*Optional WM Milestone to qualify</i>
Year 2 CBA Protection Focused <i>*Optional WM Milestone to qualify</i>
Year 3 - 5 CBA Comprehensive Planner <i>Protection & Wealth Management to qualify</i>

Guardian: Agency Leader Alignment

- LBS Done Well – Model The Way
- Leadership Development Programs
- FR & GA Contract – Coach to Income Streams
- Agency Infrastructure



Please Provide Your Feedback on the Conference App



Thank You

