



# PRE-PLANNING FUNERAL PROGRAM New Advisor Opportunity



*Eternal*   
**BENEFIT**  
.com

"BE A HERO TO YOUR FAMILY"



## Table of Contents

- 1 Welcome Letter**
- 2 Who We Are**
- 3 What We Do**
- 4 Product Support**
- 5 What Makes Us Stand Out? Our Technology**
- 6 Insurance Location Map of Availability**
- 7 Contact Information**



## Welcome Letter

Dear Advisor/Business Owner,

Are you ready for a career that brings stability and financial security? Eternal Benefit is here to offer you exactly that. Our mission is to empower individuals like you to create or increase a thriving business that secures a bright future for you and your family.

While becoming an insurance agent might not have been in your original plans, this opportunity could be the exciting change you've been looking for. Picture transforming your financial situation quickly and effectively through our proven program.

Let me share my personal journey with you. I began my insurance career in 1981 at 23 and swiftly achieved remarkable success. By 26, I was earning a significant income and started designing programs that assist agents to sell significant amounts of insurance. My first program helped me sell 32,000 Long Term Care policies in the first year.

Joining Eternal Benefit is more than just a job, it's a partnership where both parties thrive and grow. Our program provides a clear path to financial independence, giving you the resources to succeed. The Eternal Benefit Program is the first of its kind where Financial and Estate Planners, Medicare Advisors and Employee Benefit Consultants can now help clients address their end-of-life planning needs—including traditional burial or cremation—position you as a trusted extension of the Funeral Home.

Explore the endless possibilities at Eternal Benefit. Delve into our brochure for more details and let us help you turn your dreams into achievements. Take that vital first step today and become part of the Eternal Benefit family, where success is not just a goal but a reality waiting for you to embrace.

Warm Regards,  
Jerry Guttman



## Who We Are

# Who We Are

Eternal Benefit is the first of its kind program that offers Pre-need Planning where the advisor is an extension of the Funeral Home to the insured; we focus on several different verticals: Medicare Advisors, Employee Benefit Advisors/Brokers, Financial Planners, Legal Advisors and other areas. We are not Final Expense Life Insurance. Our advisors understand the importance of providing families with support during the most difficult time of their lives – the passing of a loved one.

At Eternal Benefit, our advisors and Funeral Homes are our top priority. We recognize that without their hard work and dedication, our company would not be where it is today. That's why we have built our entire business model around our advisors and Funeral Homes, ensuring that they have all the resources and support they need to succeed.

Pre-Planning is used to fund a funeral service agreement between your client and a funeral home. We have set up a user-friendly platform where the insured chooses a plan with the advisor's guidance from our plans provided by the Funeral Homes and decides every element they want included in the funeral service, which includes everything from the casket, flowers, and transportation for the family. There are a number of payment plans available. Upon the insured's death, the funds are paid directly to the funeral home for the service they chose.

What sets us apart from other insurance companies is our commitment to our advisors, Funeral Homes and policyholders. Our CEO and all our company leaders are licensed insurance agents themselves, giving them a deep understanding of the industry and the needs of our customers. This hands-on experience allows us to continuously improve and innovate, ensuring that we are always providing the best products and services to our valued clients.

We work with Global Atlantic/Forethought Insurance Company who is a cutting-edge leader in the industry. We are dedicated to helping families navigate the difficult process of end-of-life decisions and expenses needed.



## What We Do

# What We Do

At Eternal Benefit, we specialize in providing insurance advisors with a product and market that was never available before. Our carrier issues contracts between the ages of 0 and 95, with a particular focus on those 50 years and above. Our extensive range of policies is designed to cater to the unique needs of every individual we work with.

Our dedicated team of advisors are equipped with a variety of plans, making them available to their clients whether individually or part of an employee benefit program. Our policies only have few medical questions making underwriting a breeze, and very helpful to those who may have health challenges for full underwriting. We offer the most comprehensive plans to make your clients comfortable putting their plan in place today and locking in their program from any increases in cost over time.

We strive to offer a comprehensive range of options to our clients. Our goal is to empower our advisors to succeed and to become the leading provider of insurance products for their community.





## Product Support

# Product Support

When we onboard our new advisors, we will provide hands-on training and sales guidance throughout the sales process.

We offer the first Pre-Planning Funeral Benefit that is available for clients to buy coverage to take care of themselves and their extended family members.

At ***Eternal Benefit***, our mission is to provide peace of mind and convenience to them as they plan for end-of-life needs. Whether planning for themselves or protecting the previous generation, we can help.

**The client can buy for themselves, for their family members (with certain limitations).**

**Limited pay options (3, 5, 10 or 15 years). Final Expense you pay forever.**

**Guaranteed at today's pricing, despite inevitable future cost increases.**

**Benefits are transferable to other locations nationwide if insured relocates.**

### Our Plans Are Structured For:

- Employee/Spouse
- Children/Grandchildren
- Parents/In-laws
- Siblings
- Grandparents/In-laws
- Cousins
- Aunts/Uncles

### Planning...

means your family will not be forced to make difficult decisions when you die. They may find themselves emotional, distressed or even financially unable to deal with the situation.

### Planning...

ahead for you funeral arrangements means peace of mind for you and reduces the burden for your family & friends.

### Planning...

ahead for you funeral arrangements usually results in you spending less money than if those decisions were left to be made at the time of your death.

\*All our marketing materials are available for our advisors/representatives from our website. You can populate the marketing materials with your agency name, phone and email to look professional through the entire sales process.

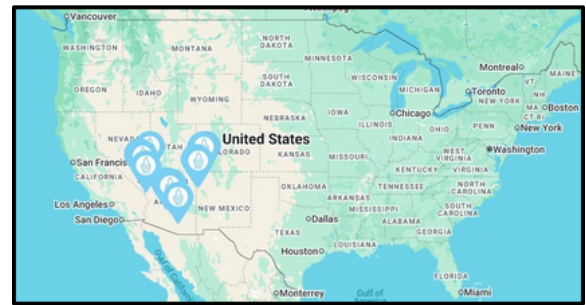


## Our Technology

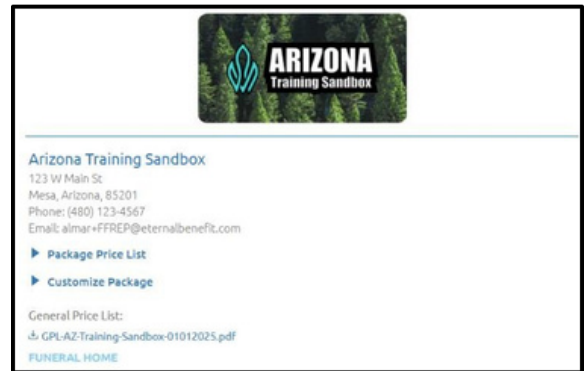
# What Makes Us Stand Out?

The most advanced proprietary software in the industry supports our advisors to make the sales process smooth and efficient.

1 Explore funeral homes in our provider network



2. Choose a funeral home location



3. View packages available for cremation/burial

	TRIBUTE (BRONZE)	HONOR (SILVER)	HERITAGE (GOLD)
Basic Services of Funeral Director & Staff	\$3,435.00	\$3,435.00	\$3,435.00
Embalming	\$845.00	\$845.00	\$845.00
Other Preparations (Dressing/Casketing/Cosmetology)	\$295.00	\$295.00	\$295.00
Use of Facilities/Staff/Equipment for Visitation (Value hours @ \$)	\$495.00	\$495.00	\$495.00
Use of Facilities/Staff/Equipment for Funeral/Memorial Service	\$895.00	\$895.00	\$895.00
Transfer of Deceased 30 miles	\$695.00	\$695.00	\$695.00
Use of Hearse & Service Vehicle	\$250.00	\$250.00	\$250.00
A Life Remembered Book™	\$50.00	\$50.00	\$50.00
Everlasting Memorial®	\$395.00	\$395.00	\$395.00
Eternal Benefit Burial Flowers	\$495.00	\$595.00	\$795.00
Memorial Package	\$295.00	\$395.00	\$395.00
1 Plan Support Option	\$295.00	\$295.00	\$295.00
Catered Reception	\$995.00	\$1,295.00	\$1,795.00
Personalization	\$1,395.00	\$1,395.00	\$1,395.00
BURIAL PACKAGE RETAIL	\$10,830.00	\$11,330.00	\$12,030.00
BURIAL PACKAGE DISCOUNT	-\$740.00	-\$825.00	-\$905.00
<b>BURIAL PACKAGE TOTAL</b>	<b>\$10,090.00</b>	<b>\$10,505.00</b>	<b>\$11,125.00</b>
BURIAL PACKAGE SAVING	6.83%	7.28%	7.52%

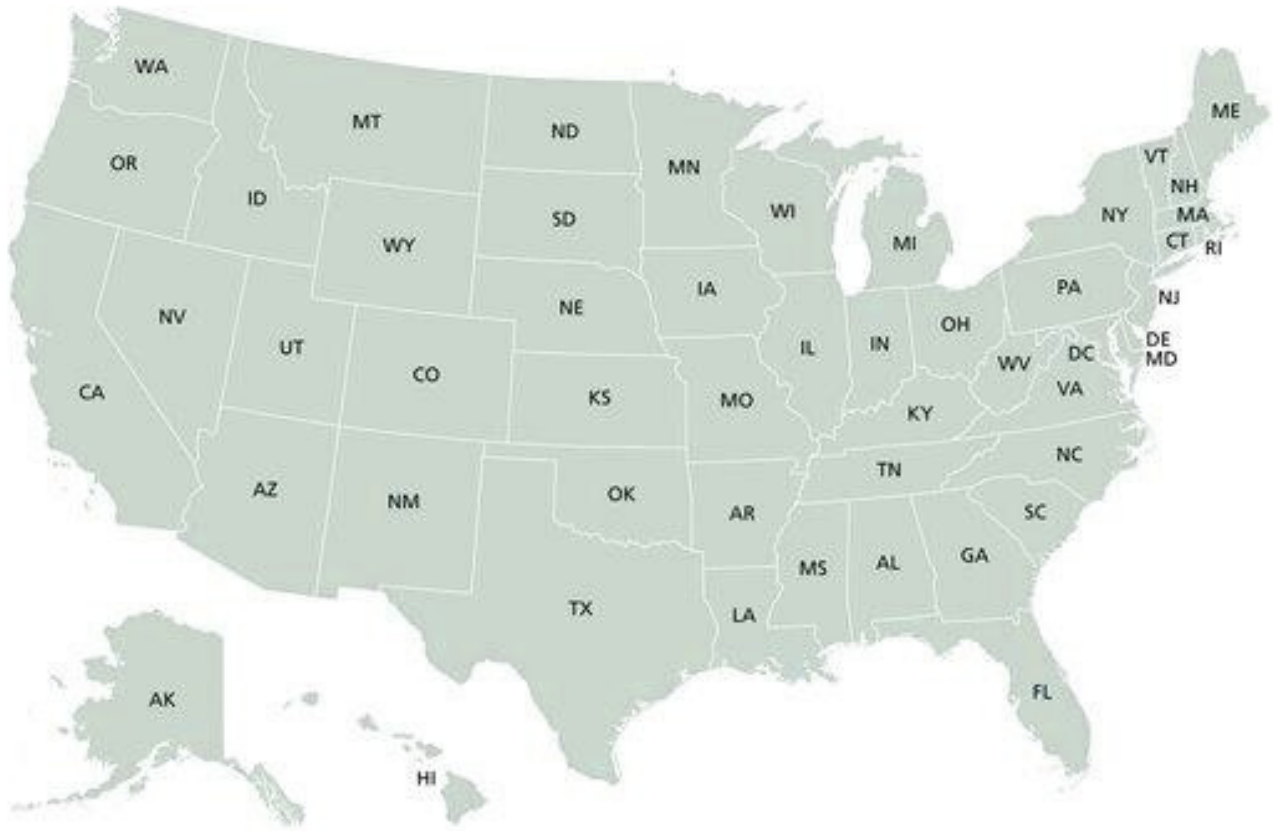
4. Calculate Payment

5. Apply for a policy



## Location Map

# Location Map of Availability



## Contact Us



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