



A founding partner of the PROLINK INSURANCE GROUP

A Producer's Blueprint For Success



“LMS PROLINK Ltd. is a well-established and successful insurance brokerage with national exposure. Our clientele includes professionals, business owners and families who subscribe to our property and casualty products through our sponsored group associations.”

“As a founding member of The PROLINK GROUP Inc., we are also an MGA and provide multiple financial planning and protection products to our clients.”

“We are very interested in speaking to entrepreneurial-minded life producers that want to be fully engaged in building their business and branding.”

“LMS PROLINK Ltd. can help you get there.”

Joseph V. McCabe FCIP, President

Mission Statement

*To become Canada's
Leading Niche Market MGA
by providing a unique value proposition to
our producing partners and clients
in all areas of the country.*

- Traditional MGA's provide limited services
- LMS PROLINK Ltd. is designed to provide enhanced regional services to producers through a national network that's fully committed to your success
- With our many national association and group programs, we can provide producers with access to clients and prospects

The LMS Value Proposition

- Leads and prospects
- “Real” Sales training
- Product training and support
- Payouts and bonus levels
- Investments
- Technology
- Life insurance suppliers and products
- Personal and commercial insurance

- Association members, discount programs
- 1,000's of P&C Clients
- Database of 37,000 commercial lines prospects and business owners
- Centralized database & association mining

- Sales positioning
- “Insurance audit”
- Web-based / real-time sales tools and coaching

- Secured producer site on lms.ca
 - Library of concepts
 - Supplier and product updates
 - Pre-approach letters
 - Sales tools
- Subject experts
- Supplier support

Payout and Bonus Levels

- 100% FYC on own clients
- 70% FYC on LMS supplied leads
- Exceptionally attractive bonus levels
 - Retroactive payout to first dollar
- Renewals are fully vested

- No commission splits on mutual funds
- Fully vested with producer
- You own the investment client
- LMS PROLINK Ltd. is not in the mutual fund business

- In-house IT Department
 - Secured infrastructure
 - Secured server
- Electronic program expertise
- Secured Intranet
- Your own website
 - Customized & dedicated LMS producer sub-site within lms.ca

Suppliers and Products

- Full suite of products available through 14 life insurance companies
- Life: term, UL, whole life par & non par, guarantee issue
- Living benefits: DI, CI, LTC
- Accumulation: GIA, annuities, seg funds

Suppliers and Products

- Group life and health
 - Access to carriers, associations / programs
- Desjardins Group Plan for white collar consultants...
 - LMS is the exclusive TPA
 - The best rates and coverage in Canada
- Partnership with group benefits consultant

Suppliers and Products



- Full suite of products available through 42 general insurance companies
 - Home, auto, fleet, E & O, D & O, crime, tenants, condo, commercial general liability, marine & cargo, surety, business interruption
- Access to New Associations & Programs
- Discount on own coverage
 - 50% of commission

- Opportunity to split cases with subject experts
 - Group specialists:
 - Access professionals who self rate and advise your group clients without ‘giving the farm away’
 - High Net Worth Cases
- National access to allied professionals

- Regional and National branding
 - LMS and PROLINK Financial Group
- Education
- Annual Conference



**Want to hear more about
the LMS Value Proposition?**

Please contact:

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LMS PROLINK Ltd.

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