Focus on what's important in your business — we'll take care of the rest.

One of the greatest advantages of transitioning your business to Farm Bureau Wealth Management is the access you'll have to industry professionals and resources who can help you accomplish more for your clients. From day one, you'll have a network of people, leading-edge technology, and extensive research available to support you. You'll have the freedom to build your business while enjoying the stability, support and benefits of being a Wealth Management Advisor with us.

Our Advantage: A Network of Trusted Relationships

Across our 14-state territory, it's no secret we've built a strong network of trusted relationships. We have over 1,700 agents who cover 540,000 client/members — people whose livelihoods and futures we're protecting with products like life, home, auto, business and farm/ranch insurance, as well as annuity, planning and investment products. With these connections already established, when you team up with an agent, the cross-sell opportunities for further growth could be endless.

When they work with you and one of our agents, client/members will receive an enhanced customer experience with access to an advisor and confidant as well as a resource to help them protect what matters most.

As an advisor, you'll earn introductions to our premier clients through the agents you work with. We'll position you to be able to focus on growing and expanding your business, while working for a well-respected, stable company with an emphasis on customer service and quality.

EQUIPPING YOU FOR SUCCESS

Making your transition into the Farm Bureau family as seamless as possible includes helping you prepare your environment. With the foundational elements of branding, office equipping, and staffing in place, you can ensure a smooth transition, giving you more time to commit to growing your business and building relationships.

Marketing Resources

As a Farm Bureau Wealth Management Advisor, you'll be representing a brand whose values have endured for over 75 years. To help you quickly build a marketing strategy for your business we'll provide you with immediate access to professionally-crafted, compliance-approved materials including:

- A customizable advisor website
- Turnkey marketing programs and materials
- Advertising and marketing collateral
- Sales literature
- Print and electronic direct mail resources
- Stationery packages

Office Resources

One of the most notable examples of the freedom and flexibility you'll experience as a Wealth Management Advisor is having your own office location provided — including rent, utilities, and furnishings. Once we've worked with you to secure a location on your behalf, we'll implement a turn-key approach to fully furnishing your new location with top of the line build out, furniture and décor to maximize your overall client experience.

This package will also include full features of our Technology and Information Systems resources:

- Computer Hardware
- Software
- Printers and copiers
- Internet and Wi-Fi access
- Product platforms
- Phone systems

STAFFING

When we consider the stability and support of being a Wealth Management Advisor, one of the key resources to your practice is your staff. As your business grows, your staffing needs will change and expand. Identifying those needs and fulfilling them will be part of growing your practice. You'll have the freedom and flexibility to select the right person and their role in your operation. While you're developing relationships with agents and client/members and doing the work at which you excel — financial planning and investment services — your staff will be managing the day-to-day aspects of your business.

Farm Bureau's Human Resources infrastructure will be set up for your employees by providing compensation, benefits, training, and support at no cost to you. We'll provide the appropriate amount of support based on the size and clientele base of your business. Our staffing support is designed to help you successfully grow your wealth management business.

As a Farm Bureau Wealth Management Advisor, you have a unique opportunity to grow your business by partnering with local Farm Bureau agents to provide wealth management services within our existing client base. Using our "Your Future Advantage" process, you'll help client/members gain confidence that their insurance, planning and investment needs are in order. You'll also be positioned to further solidify your existing relationships by providing access to Farm Bureau's robust insurance product offering. You'll do all of this with the freedom and flexibility to build your business while enjoying the stability, support and benefits of an organization with over 75 years of proven success.

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