



GBL's Turning-65 DIRECT MAIL PROGRAM

At GBL, our number one goal is to help our agents win. We do not necessarily want every agent in the state to contract with GBL; however, we do want every piece of business written in the state to be written by one of our affiliated agents.

In pursuit of that goal, we offer a robust, customizable, and proven Medicare Supplement Marketing Campaign that enables our agents to capture the vital turning-65 market segment. Where other General Agencies simply provide a list of persons turning 65, we go above and beyond with a customized, two-part mailing program where we handle all of the work for you.

As a Part of This Program, You Will Receive:

- A list of individuals turning 65 in your local county/area. List includes addresses for all individuals and phone numbers for those not on the Do Not Call list.
- Professional marketing campaign to target individuals turning 65.
- Two-part mailing (letter sent five months before individual turns 65 and reminder postcard sent three months before individual turns 65) customized and printed for free. Materials will be mailed out automatically for you.
- Sales assistance from our team of health insurance experts.

To participate, you are required to:

- Pay for the postage for the two-part mailing up front.
 - Costs are \$0.50 per name for postage on both materials (a discount of \$.21 because we will partner your mailing with all the agents taking part in the program to buy bulk first class).
- Contact the GBL marketing team to inform them of leads you have received because of the mailings.

Materials are being developed now and the 2016 program will kick off in August 2015. This is a popular program and it is recommended to submit your request to participate form no later than June 1, 2015. Below are materials used in the 2015 program.

