



National Life
Group®

OUR MISSION

Keeping
our promises.

OUR VISION

To bring peace of
mind to everyone
we touch.

OUR VALUES

Do Good.
Be Good.
Make Good.

Employer Rules of Engagement

SLOT MANAGEMENT

At National Life Group, we place a high value on bringing peace of mind to everyone we serve. We know that helping financial professionals establish and maintain relationships with plan sponsors, including school districts and municipalities, is important in expanding and preserving access in the employer-sponsored (403(b), 457(b), etc.) retirement programs available to your customers. Through this partnership, you will be able to help employers and their employees achieve successful retirement outcomes with the products and services offered by National Life Group.

This brochure provides a guide for agents who are offering services in employer-sponsored retirement programs in school districts, municipalities, and other employers. National Life Group's rules of engagement — as described in this brochure — demonstrates our commitment to help financial professionals who serve this market. This document describes the responsibilities of financial professionals and National Life Group for four types of retirement plan access, presents our Standards of Professional Conduct, and provides guidelines for the customer experience that may impact your commission.

National Life Group® is a trade name of National Life Insurance Company (NLIC), Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York.

1. NLG-Managed Plan Sponsor Relationships

These Open Access Plans are available for all NLG active and appointed Financial Professionals to build their business.

A. National Life Group's Commitment to You:

- A National Life Group Relationship Manager to serve as the liaison between the plan sponsor and agents/agencies.
- Empower you to identify open plans through an interactive plan opportunities dashboard
- Access to all National Life Group Services and Benefits (if applicable):
 - Retirement Services Team
 - LifeChanger of the Year
 - Premium Increase Program (PIP)
 - Plan Bonus Programs available
 - 403(b)/457(b) Certified Training
 - National Life Group branding at conferences & benefit fairs.
- Product and marketing training to financial professionals and agencies available
- Provide robust sales tools for prospecting
- Manage agent conflicts, concerns, and complaints (see page 5)
- Provide all items necessary to plan administrative staff, including:
 - Implementation services
 - Annual plan reviews
 - Administrative staff training
 - National Life Group-branded employer communication materials.
 - Quarterly communication to key administrative staff to provide timely updates and resources.

B. Your Responsibilities:

- Identify new plan opportunities
 - Submit Employer Information Form (Form 4258)
 - Submit Plan Bonus Program Forms
 - Complete and submit applications via eApp
 - Complete and submit Salary Reduction Agreements (SRAs) following the Plan Sponsor's protocol
- Notify NLG of any material plan changes, including the issuance of any requests for information or proposals (RFPs, RFIs, RFQs, etc.)
- Generate annually a minimum of 25 applications per 500 Eligible Employees*
- Continuous participant service with the goal of increased premiums
- Review, understand, and adhere to:
 - Employer (Plan) Rules of Engagement as described in this brochure
 - All terms of "National Life Group Compliance Manual"
 - National Life Group Standards of Professional Conduct in this brochure
 - Plan sponsor solicitation rules

*If the number of Eligible Employees is under 500, the application minimum will be prorated to 5% of the total number of Eligible Employees, rounding up to the nearest whole number, where applicable.

For Agent Use Only – Not For Use With The Public

2. NLG-Protected Plan Sponsor Relationships

These Protected Plans are currently committed to an agent/agency and protected by National Life Group when an agency agrees to meet minimum production levels.

A. National Life Group's Commitment to You:

- A National Life Group Relationship Manager to serve as the liaison between the plan sponsor and agents/agencies.
- Empower you to identify open plans through an interactive plan opportunities dashboard
- Access to all National Life Group Services and Benefits (if applicable):
 - Retirement Services Team
 - LifeChanger of the Year
 - Premium Increase Program (PIP)
 - Plan Bonus Programs available
 - 403(b)/457(b) Certified Training
 - National Life Group branding at conferences & benefit fairs.
- Product and marketing training to financial professionals and agencies available
- Provide reporting to know where production stands compared to requirements
- Provide robust sales tools for prospecting
- Manage agent conflicts, concerns, and complaints (see page 5)
- Provide all items necessary to plan administrative staff, including:
 - Implementation services
 - Annual plan reviews
 - Administrative staff training
 - National Life Group-branded employer communication materials.
 - Quarterly communication to key administrative staff to provide timely updates and resources.

B. Your Responsibilities:

Protected Slot App Requirements

- At least one financial professional per 500 employees
- 35 applications must be written for every 500 employees
- If less than 20 applications are written during the first year, protection is removed at the end of that year without probationary period
- If there are 20-34 applications written in the first year, there will be a six-month probationary period wherein financial professional must make up the difference plus an additional 17 apps for the year
- Offer National Life Group products exclusively

- Identify new plan opportunities
 - Submit Employer Information Form (Form 4258)
 - Submit Plan Bonus Program Forms
 - Complete and submit applications via eApp
 - Complete and submit Salary Reduction Agreements (SRAs) following the Plan Sponsor's protocol
- Continuous participant service with the goal of increased premiums
- Review, understand, and adhere to:
 - Employer (Plan) Rules of Engagement as described in this brochure
 - All terms of "National Life Group Compliance Manual"
 - National Life Group Standards of Professional Conduct in this brochure
 - Plan sponsor solicitation rules

3. NLG-Plan Sponsor Restricted Relationships

A Restricted Plan is one in which the plan sponsor (employer) limits access to a specific number of financial professionals or to a specific agency or provider.

A. National Life Group's Commitment to You:

- A National Life Group Relationship Manager to serve as the liaison between the plan sponsor and agents/agencies.
- Empower you to identify open plans through an interactive plan opportunities dashboard
- Access to all National Life Group Services and Benefits (if applicable):
 - Retirement Services Team
 - LifeChanger of the Year
 - Premium Increase Program (PIP)
 - Plan Bonus Programs available
 - 403(b)/457(b) Certified Training
 - National Life Group branding at conferences & benefit fairs.
- Product and marketing training to financial professionals and agencies available
- Provide robust sales tools for prospecting
- Manage agent conflicts, concerns, and complaints (see page 5)
- Provide all items necessary to plan administrative staff, including:
 - Implementation services
 - Annual plan reviews
 - Administrative staff training
 - National Life Group-branded employer communication materials.

B. Your Responsibilities:

- Identify new plan opportunities:
 - Submit Employer Information Form (Form 4258)
 - Submit Plan Bonus Program Form(s)
 - Complete and submit applications via eApp
 - Complete and submit Salary Reduction Agreements (SRAs) following the Plan Sponsor's protocol
- Generate annually a minimum of 25 applications per 500 Eligible Employees.*
- Continuous participant service with the goal of increased premiums
- Notify NLG of any material plan changes, including the issuance of any requests for information or proposals (RFPs, RFIs, RFQs, etc.)
- Review, understand, and adhere to:
 - Employer (Plan) Rules of Engagement as described in this brochure
 - All terms of "National Life Group Compliance Manual"
 - National Life Group Standards of Professional Conduct in this brochure
 - Plan sponsor solicitation rulest

*If the number of Eligible Employees is under 500, the application minimum will be prorated to 5% of the total number of Eligible Employees, rounding up to the nearest whole number, where applicable.

4. Agency-Restricted Plan Sponsor Relationships

A Restricted Plan is one in which the the relationship is not owned by National Life Group, but the financial professional or agency has an agreement with National Life Group to provide our products to the plan.

A. National Life Group's Commitment to You:

- Annual meetings with financial professional/agency to discuss agency needs
- Access to all National Life Group Services and Benefits:
 - Retirement Services Team
 - LifeChanger of the Year
 - Premium Increase Program (PIP)
 - 403(b)/457(b) Certified Training
 - National Life Group materials at conferences & benefit fairs.
- Product and marketing training to financial professionals and agencies available
- National Life Group co-branded employer communication materials available
- Monitor sales agent activity to ensure exclusive relationship for the plan sponsor
- Monitor sales agent activity to ensure exclusive relationship for the plan sponsor

B. Your Responsibilities:

- Identify new plan opportunities:
 - Submit Employer Information Form (Form 4258) and any other required forms or contracts
 - Complete and submit applications via eApp
 - Complete and submit Salary Reduction Agreements (SRAs) following the Plan Sponsor 's protocol
- Generate annually a minimum of 25 applications per 500 Eligible Employees.*
- Continuous participant service with the goal of increased premiums
- Obtain prior approval to use NLG products in the plan.
- Review, understand, and adhere to:
 - Employer (Plan) Rules of Engagement as described in this brochure
 - All terms of "National Life Group Compliance Manual"
 - National Life Group Standards of Professional Conduct in this brochure

*If the number of Eligible Employees is under 500, the application minimum will be prorated to 5% of the total number of Eligible Employees, rounding up to the nearest whole number, where applicable.

Bringing peace of mind to everyone we touch can be accomplished if we always remember to treat each other as we desire to be treated—fellow sales agents and clients. Those who violate the Standards of Professional Conduct could be subject to disciplinary action. Carefully review the following scenarios to ensure you avoid commission chargebacks and harm to the reputation of you, your Agency, and National Life Group.

Customer Experience Commission Chart

SCENARIO ONE	SCENARIO TWO	SCENARIO THREE
Agent Jane sells FIT SelectIncome to her client. Agent Joe approaches the same client indicating he has a better product, FIT SecureGrowth and writes a new policy for Jane’s client. Both policies are submitted to National Life Group at the same time.	Agent Joe has an existing policyholder with a flowing annuity contract. Agent Jane meets the same client and writes a premium increase on that policy.	Agent Jane has an existing policyholder with a flowing or non-flowing annuity contract, FIT SecureGrowth. Agent Joe meets the client and writes a new flow annuity policy, FIT SelectIncome.
SOLUTION Agent Jane receives commission on the policy. Agent Jane is named as the Servicing Agent for the policy. Client gets the product he/she desires.	SOLUTION Agent Joe receives commission on the original policy and increase. Agent Joe will remain the Servicing Agent for the policy. Unless the client requests a different Servicing Agent. Consider reaching out to the other Agent to inform them of the client’s need.	SOLUTION Agent Jane receives commission on the original policy and remains the Servicing Agent for that policy. Agent Joe receives commission for the new policy is named the Servicing Agent on that policy. Unless the client requests a different Servicing Agent.
MOTIVATION Delighting the Customer through their experience with National Life Group		

We are committed to meeting the needs of our clients by following the guidelines we and our clients have put in place. If an Agent/Agency commits selling and/or marketing violations, National Life Group will pursue disciplinary actions to enforce our company and the district or municipality rules. Below is a sample of actions that could be taken.

National Life Group Compliance Disciplinary Action			
	1st Offense	2nd Offense	3rd Offense
Minimum Action	Disciplinary Letter	Temporary Removal from Plan	Permanent Removal from Plan
Severe Action	Temporary Removal from Plan	Permanent Removal from Plan	Terminate Relation with NLG

It is solely within National Life Group's discretion as to the appropriate disciplinary action to take regarding any infraction up to and including termination.

National Life Group has approved marketing material that can be accessed through the Agent Portal. Any advertising created by you for use in 403(b) and 457(b) Employer Slots must be approved in advance by submitting to ADREVIEW@www.NationalLife.com.

Do good. Be good. Make good.

Along with school district, municipality, or state solicitation rules it is imperative that everyone associated with National Life Group treats one another with respect. The following rules apply to Agents, Agencies, and Independent Marketing Agencies currently doing business with National Life Group and those desiring to enter into partnership with us.

Standards of Professional Conduct

National Life Group

1. Model National Life Group's vision, mission, and values.

OUR MISSION

Keeping Our Promises

OUR VISION

To Bring Peace of Mind to Everyone We Touch

OUR VALUES

Do Good. Be Good. Make Good.

Be a brand builder – not a brand bruiser. When you speak negatively about National Life Group, it reflects poorly both on you and the Company.

2. Compliance is a cornerstone of trust. When you comply with licensing, regulatory, and fiduciary obligations, you are serving your client and building your reputation in a powerful and positive way.
3. Be the best advocate for your clients by being fluent in National Life Group's products and services.

Employee Client

1. Think of how you like to be treated and create a complete client experience that educates, empowers, and delights.
2. Always act in the best interest of your client and in accordance with what they have asked of you.
3. Never do or say anything that puts a client or prospective client under undue or unfair pressure.
4. Act with the utmost integrity. Never mislead, provide false information, or withhold information that should by law or in fairness be provided to a client.

5. Communicate regularly and in a timely manner and keep the client well informed of matters relevant to the client's interest.

Employer Client

1. Build a relationship with the employer so you fully understand the needs of their retirement plan.
2. Understand and adhere to the employer's solicitation rules and access to campus procedures.
3. Do not engage in any conduct likely to bring disruption to the employer plan or policyholder.
4. Know the Rules of Engagement. Promoting products other than those permitted by the employer plan puts both the employer relationship and the plan at risk.

Fellow Agents

1. Lead with respect. Treat other Agents as you would expect them to treat you.
 - a. Once a client has engaged with another Agent, refrain from engaging the Client.
 - b. Be a brand builder for fellow Agents; refrain from slander or speaking negatively about another National Life Group-appointed Agent.
 - c. Agent changes must be at the request of the policyholder or in partnership with a home office orphan policy or Dormant Slot initiative.
2. Fellow Agents are your best friends at work. Build a relationship with other Agents servicing the National Life Group's employer slots.

Be the Agent that stands out in a Sea of Sameness. Be the partner your clients — employer and employee — want and need to plan a successful retirement.