



BUILD is National Life Group's home for the ongoing leadership development of Black financial services agents and their allies as part of our commitment to positively impact the Black community.

At National Life Group, we are a mission-driven and purpose-filled business. Our mission extends well beyond the insurance and annuities policies that we offer and our cause is simple: Do good within our industry, in our communities, and with the individual families we serve. **BUILD** members have the opportunity to:

1. Join monthly meetings and events dedicated to the professional and personal development of Black agents and agencies including:
 - **BUILDing Blocks** – Our monthly virtual connection to discuss leadership tactics to accelerate your business development and hear from industry leaders.
 - **BUILD Summit 2023** – The BUILD Summit is a celebration of Black excellence at the Montpelier, VT National Life home office and a continued effort to cultivate a more equitable arena in the financial services industry.
2. Access resources to educate and advance the African American community's knowledge of the value of life insurance with living benefits.⁴

Visit BUILD.NationalLife.com:



Here's what the data says:

Only 2.6% of senior employees in financial services are Black.¹

The **lack of diversity** in the financial services industry might deter some Black Americans from looking at buying life insurance for the first time or adding to their existing coverage.²

Black Americans report a higher level of financial concern than the overall U.S. population. The prevalence of these concerns, coupled with the disproportionate impact of COVID-19 on Black Americans, is influencing their likelihood to buy life insurance in the next year.³

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, 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.

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Join us as catalysts of change. Working together, we can positively impact local communities and leaders, develop deeper community connections, and build stronger financial foundations for everyone.

Mission

Create access to leadership development for Black agents and communities

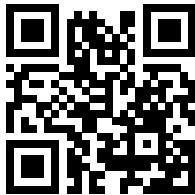
Vision

Provide community empowerment and business equity

Values

Connect. Educate. Revolutionize.

Learn More:
BUILD.NationalLife.com



1 <https://www.mckinsey.com/bem/our-insights/investing-in-and-with-black-consumers-in-financial-services>; September 2022
2 <https://www.forbes.com/advisor/life-insurance/black-ownership/>; November, 2020
3 https://www.limra.com/siteassets/research/research-abstracts/2021/black-americans-life-insurance-ownership-and-attitudes--a-2021-insurance-barometer-supplementary-report/2021_blackamericanslifeinsurance_infographic.pdf
4 Living benefits are provided by riders, which are supplemental benefits that can be added to a life insurance policy and are not suitable unless you also have a need for life insurance. Riders are optional, may require additional premium and may not be available in all states or on all products.