



ALD Referral Agent -

We're pleased you've chosen to become part of the AmeriLife Direct Agent Referral Program.

We're writing to reinforce AmeriLife's commitment to you, and to emphasize our unwavering vow to help you succeed. AmeriLife Direct and its national staff will do everything possible to provide exceptional enrollment services to your clients. You should also know that there will never be an obligation or cost to you, or to your clients, for our services.

You are now one of AmeriLife's valued agent-partners, and as such, this is a solemn pledge we make to you: AmeriLife Direct and its staff will never knowingly cross-sell any of the clients you refer for any other product lines or services. In fact, if any of your referral clients later contact AmeriLife Direct for any other products, we will graciously and promptly collect the information from them and pass the request directly to you. We believe the original referral agent should be the one to revisit with such clients and make the sale.

As always, the AmeriLife Direct staff is here to help you and your clients with any questions about policies purchased through the referral program. That means no service work for you!

Again, we're pleased you've chosen to align your business with AmeriLife Direct.

Sincerely,

Kenneth J. Brannigan  
**ALD Sales Executive**  
AmeriLife Direct, LLC  
2650 McCormick Drive  
Clearwater, FL 33759  
Phone: 855-902-5433  
Fax: 844-241-6774  
KBrannigan@AmeriLifeDirect.com

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### ***The Best Compliment is a Referral!***

**ADDRESS** 2650 McCormick Drive, Clearwater, FL 33759  
**PHONE** (855) 902-5433 **WEBSITE** AmeriLifeDirect.com

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