



Partnerships That Matter

Senior Market Advisors



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WHO IS SMA?

Senior Market Advisors (SMA) started in 2007, by self generating leads, hard work, and a commitment to "doing right" by the consumer. We know the grit and determination involved in becoming a career agent. And as a result, we have doubled our business each year for the past five years

SMA is currently the fastest growing Medicare FMO for health, life, annuity, and related insurance products to the 65+ senior market.



What is our 'Why'?

Senior Market Advisors believes in "serving the underserved" whether that be the agent or the consumer. We want to provide value even after the sale, that's "why" we are here.

We're not just focused on commissions & sales. We believe in full transparency and doing right by our agents and consumers.



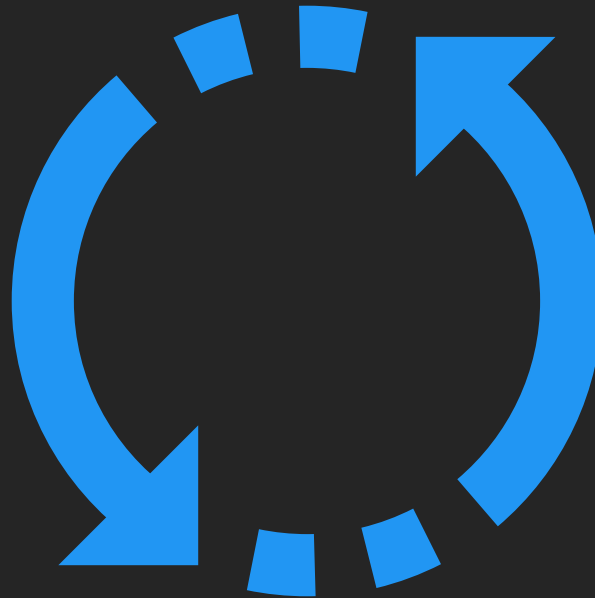
**Agency partnerships account
for nearly half of our overall
business so it's a relationship we
take very seriously.**

Our specialty is in working closely with you to support your business strategy with easy-to-use tools, meaningful trainings and strong carrier connections so you can focus on the day to day needs of your clients.

NURTURING BUSINESS

Sell all year long to a fast growing demographic that you likely already have on the books. You can sell Medicare Advantage or Medicare Supplement insurance products or provide referrals for a fee.

ACA
Health Plans
No longer commissionable



MAPD
MMG Referral Program



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The population, age 65 and over, has increased from 36.2 million in 2004 to 46.2 million in 2014 (a 28% increase) and is projected to more than double to 98 million in 2060.

The Administration on Aging



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You have a unique advantage.

Consent to Call

- According to Chapter 3 Medicare Marketing Guidelines, sections 70.5 & 70.6, in order to call Medicare Advantage beneficiaries you must first obtain permission to call prior to discussing Medicare Advantage product.
- ***Did you know?*** You may already have consent to call with you current block of business.



Not ready to sell?

**Refer your leads for a fee.
We've made it easy.**

Referral or Finder's fees paid to agents and brokers, including independent, employed, and captive agents and brokers, may not exceed \$100 (\$25 for PDPs). This amount is not reasonably expected to provide enough financial incentive for an agent or broker to recommend or enroll a beneficiary into a plan that is not the most appropriate for the beneficiary's needs.

Additionally, referral/finder's fees paid to all agents and brokers must be part of total compensation and must not exceed FMV for that contract year.

WEB-TO-CALL LEAD FORM

- Custom Web-to-Call Lead Page
- Easily Input Lead Information
- Our Talkdesk System Connects With Your Custom Web Form
- Talkdesk Automatically Dials the Consumer **30 Seconds** After You Hit "Submit Lead"
- Giving Us the Ability to Help Consumers **Quickly!**

The image displays two overlapping screenshots. The foreground screenshot shows a web-to-call lead form for Senior Market Advisors and Brown & Toland Physicians. The form includes a header with the company logos, a main heading "ALIGNING COVERAGE FOR BETTER SERVICE.", a section titled "ARE THESE QUESTIONS YOUR PATIENTS ARE ASKING?" with four bullet points, and a "WE HAVE THE ANSWERS & WE'RE READY TO HELP!" statement. On the right, there is a "INPUT LEAD INFORMATION" section with fields for Lead Name, Lead Zip Code, Lead Phone Number, Referral Department, and Lead Type, followed by a "SUBMIT LEAD" button. The background screenshot shows a Talkdesk interface with a "Recent Calls" table and a call log on the right.

Contact	Agent	Via	When	Duration
+12012948056	James Hill	Medicare TV Ad - Lexington, KY Tag: agents	2 minutes ago	00:00:06
+16150977496	Cassandra Cross	+12014811143 Tag: agents	2 minutes ago	00:00:00
+16150977496	Cassandra Cross	+12014811143 Tag: agents	2 minutes ago	00:00:00
+17315841779	Onra Brooke	TV Commercial/Lead Source: TV Tag: agents	2 minutes ago	00:00:34

Recent Calls

2 new updates

Support

+1901633204

Incoming call...

From +1 901-633-2004

To +1 888-204-8420 (Direct Mail)

Agents

Report



Senior Market Advisors

SOME OF OUR PARTNERS INCLUDE:

aetnaSM

 **TRANSAMERICA**[®]
TRANSFORM TOMORROW

Anthem 
BlueCross

Humana[®]


Mutual of Omaha


UnitedHealthcare[®]

 **WellCare**[®]
Health Plans


Cigna[®]

AND MORE!



Questions?

give us a call at 1-844-452-5020



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