



## Life Insurance & Annuities

Lead Programs

Case Design Expertise

Training & Mentoring Programs

Superior Products

Exceptional Service

Top Compensation

Access To Over \$15,000 In Agent Tools & Resources

**Marketing Resources, Inc.** As a National Insurance Marketing Organization built by industry producers, we know what is important to the needs of insurance and financial services professionals. Simply put, we are experts in our field and are relationship driven. We believe that, “The Quality of Our Lives is Determined by the Quality of Our Relationships.” For this reason, we seek mutually beneficial partnerships with other professionals who also place a high value on relationships.

## Marketing Resources' Expertise Starts with its Principals



**Jerry M. Cantrell**, CLU®, Founder & CEO of Marketing Resources, Inc., has more than 30 years experience in the life insurance and financial services industry. Jerry has worn many hats from agent to Vice President. He utilizes his extensive expertise to help agencies and independent insurance professionals find new opportunities to grow.

Contact Jerry at: [jerry@mktres.us](mailto:jerry@mktres.us) or (678) 336-5974 / Main # x304



**Gary D. Jones**, CLU®, President & COO, is responsible for overall operations, charged with helping others to retain the creative spark that drives the MRI vision while delivering measurable results. He also serves as the internal leader to coordinate the annual operations, lead the performance process and evaluate progress against goals.

Contact Gary at: [gary@mktres.us](mailto:gary@mktres.us) or (678) 336-5970 / Main # x312



**Eric Scoggins**, CLU®, ChFC, CFP®, is the Executive Vice President at Marketing Resources, Inc. He serves as a mentor for independent financial advisors and insurance agents around the country. He is well known as both a financial planner and educator, and understands the importance of the “Golden Rule” with all of his relationships.

Contact Eric at: [eric@mktres.us](mailto:eric@mktres.us) or (678) 336-5975 / Mail # x306



**Jason Carruthers**, Chief Marketing Officer, draws on many years of experience in the life insurance industry to lead the marketing efforts at Marketing Resources. He also works directly with agents to help them enhance their product knowledge and understand how to leverage sales resources. His expertise provides valuable insights to agents looking to grow their business.

Contact Jason at: [jason@mktres.us](mailto:jason@mktres.us) or (678) 336-5976 / Main # x307

## **Superior Products - Exceptional Service - Top Compensation**

Marketing Resources works with a solid core of highly-rated national insurance carriers. Combining these outstanding companies with Marketing Resources knowledgeable staff and cutting-edge technology resources creates a top level insurance marketing company focused on providing service and marketing expertise unmatched in the industry today. We bring you an important combination of superior products, exceptional service and top compensation.

## **Tax-Free Retirement Sales Process**

An exclusive sales training system from Marketing Resources. Learn our process that leads to more sales, and receive training and coaching from a multi-million dollar producer. Learn how to build referrals, observe a live seminar and access sales scripts, workbooks and more.

## **Additional Products & Systems**

- Life Products with Living Benefits & Sales Concepts for Life, Health and P&C agents.
- Mortgage Protection Products & Turn-Key System.
- Final Expense Products & Turn-Key System.
- Tele-Sales/E-application Products & Sales System.
- Top Annuity Products & Sales System.

## **Superior Back Office Support**

You can rely on our staff for assistance with illustrations, forms, rates, product information, risk assessments, processing your applications and the resources you need to increase your sales and place your cases.

## **Advanced Case Design**

Utilize our expertise when you need assistance with complex cases and high net worth markets, and we can tailor it all to meet your clients need.

## **Underwriting Expertise**

When you have a tough case you need real underwriting expertise - we have the resources to help you obtain the best offer and get more cases placed.

## **Tools and Technology**

Manage your work flow and cases more efficiently with access to our extensive technology resources including online tools, case status, forms, quote engines, rates, e-applications and sales resources.

## **Leads Programs**

We provide our agents with discounted rates and lead programs to grow sales in life, annuity, final expense and mortgage protection.

# Why Should You Do Business With Marketing Resources?

Marketing Resources offers you the expertise you need to really take your practice to the next level. Although we offer the top products and compensation in the industry, we know agents can find products and comp anywhere. What you need is a marketing partner focused on helping you build your business and your expertise. Marketing Resources has invested significant resources into training, coaching, marketing and sales systems to enable you to do just that. Many of our systems are exclusive to Marketing Resources and you won't find them anywhere else.

At Marketing Resources you'll find a seasoned staff that helps you bring exactly what you need to the table to meet your clients' needs. All these things come together to help you see a real difference in your business.

## Make Effective Partnerships

We recognize the need to continually grow and expand our expertise for our valued distribution network. Marketing Resources has initiated many key and successful partnerships. We are always searching for top notch talent and looking for the next great addition to our firm.

We have a dedicated team of professionals who value relationships and will simply work harder for you and your business.

## Our Team

An agent has many options of where to place their business. Our team is trained to give you every alternative to find what works best.

Marketing Resources believes in:

- **Personal Relationships** - being connected to our agents is crucial to their success.
- **Simplification** - we streamline all our programs and training so it works for you.
- **Dedication** - ensuring your presentation to your client is the best it can be.
- **Independence** - we are not owned by a carrier, we are proud to always present the right solution.

## Contact Us Today!

**(800) 330-5801 • [www.MarketingResources.us.com](http://www.MarketingResources.us.com)**

For Financial Professional Use Only. Not for use in solicitation or advertising to the public.

# Represent The Best

With distribution contracts for **over 50 major Life Insurance & Annuity companies**, Marketing Resources specializes in the development of products and new proprietary insurance based programs. We provide agents a cutting-edge advantage in the marketplace.

**A sampling of our carrier relationships includes:**

Allianz  
AGLA  
American General  
American National (ANICO)  
Americo  
Assurity  
Banner  
Fidelity & Guaranty Life  
Genworth  
ING  
Life of the Southwest (LSW)  
Lincoln Financial  
North American Company  
Prudential  
Transamerica  
United of Omaha

## Our Mission

To be the ultimate resource for exceptional service, quality products and superior education for insurance producers. We will continue to provide innovations, systems and solutions that enable producers and recruiting organizations to achieve the highest level of success and quality of life.

We are committed to provide a culture for our staff with strong character and work ethics who collectively desire to support our mission providing a viable and growing business. We understand that together we can achieve goals that none of us dare dream alone.