

The Right Migration Path

Start with LEAPLink 2.0 and add more features and services as your Internet business develops.

- Web Conferencing
- Consumer articles from the LEAP Library
- Publish client models & documents in a secure manner

Like all other business decisions, it's about picking the right partner and getting started. We know that your Internet needs will evolve over time and LEAP Link 2.0 provides the services and flexibility you will require.

Frequently Asked Questions

Q. What services are included?

A. Site design, content development, consulting on initial development, highly available business hosting, and several levels of technical support and site maintenance packages available.

Q. How long does it take to build and deploy a LEAPLink 2.0 Web Site?

A. In less than 6 weeks your site can be up and running – supporting your business.

Q. How do I handle compliance?

A. You should follow the same rules that you currently use for any communications. To simplify the process, the LEAP SYSTEM content has already been approved by most home offices.

Pricing

LEAPLink 2.0 is affordably priced - starting at under \$2.25 per day. All initial base design, content development, hosting and related services is included.

Other extended services are available – contact LEAPLink 2.0 Representatives to review other LEAPLink 2.0 services.

Getting Started

LEAPLink 2.0 makes it easy to get started:

- Contact LEAPLink Web Services to obtain a LEAPLink 2.0 order form.
- Return the order form and within 3-5 business days you will get contacted by your LEAPLink 2.0 Account Manager.

Your account manager will guide you through the process.

Contact Information

For additional information, please contact **Chris Cull** at **LEAPLink Web Services** by dialing **866.434.6885** or by e-mail at leaplink@leapsystems.com

THE ONLY WEB SITE PROGRAM DESIGNED AND DEVELOPED TO SUPPORT YOU AND YOUR LEAP-CENTERED PRACTICE

What is LEAPLink 2.0?

LEAPLink 2.0 is the next phase of **LEAP®** oriented, web-based products and services, developed to incorporate the best of the original program with the latest in technology, a flexible standard platform, new features and services, plus prices that provide more value than ever offered before.

The new LEAPLink 2.0 platform will host a simplified product structure with the ability to pick and choose **ONLY** the tools that you need to make your web presence a critical extension of the way you already are integrating the **LEAP SYSTEM™** into your insurance and financial services professional practice.

Any service provider can build you a web site. But consider these important questions before investing your time and resources in an Internet strategy:

- Does the service provider understand your LEAP practice?
- Can they provide the LEAP content, tools, and services to support your unique business needs?
- Will they continue to support the program that protects the investment you have made in your web site?

Don't be fooled by free or low cost web offerings – they are not worth your valuable time. And they potentially could damage your business by confusing your potential clients.

Your web site is an online representation of you and your business – always available and interactive. It must accurately and effectively educate prospects on the LEAP process and benefits your firm brings to its client relationships.

LEAP SYSTEMS, Inc. has retained a new, but familiar, vendor who has already built nearly 200 **LEAPLink** web sites. This experienced partner knows the ins and outs of working with LEAP Licensees through the creative process. **LEAPLink 2.0** product and service offerings provide you with the know how to put this experience to work for the benefit of your business.

LEAPLink 2.0 is an exclusive service to LEAP Licensees
...an important compliment to the LEAP SYSTEM

It's your business, why settle for anything less.

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Custom Web Site

Your business and LEAP practice are unique to you. Whether an established business or one building its strategy – they both need the personalized and consultative services that LEAPLink 2.0 delivers.



Custom Content Development

Combine your business information with our experience to create powerful words and graphics to inform and motivate prospects. We understand that you might not have the right words for your site or the extra time to dedicate; that's fine, we know the questions to ask, so we can build the content that will accurately, effectively, and directly support your prospecting efforts.

LEAPLink 2.0 provides:

- An interview process that allows our account team to understand the important characteristics of your business and prospecting strategy.
- Access to a library of content that can be adapted to help you succeed in your mission.
- Authoring content that's on target to deliver your message.

In your LEAP practice, you understand the critical nature of having your prospects grasp your unique service. Your business with them is at jeopardy if you can't provide that differentiation. So why would you ever consider a template web site, where every web site is easily recognized from its cookie-cutter design and identical content? You wouldn't – that's why LEAPLink 2.0 provides custom design and content services.

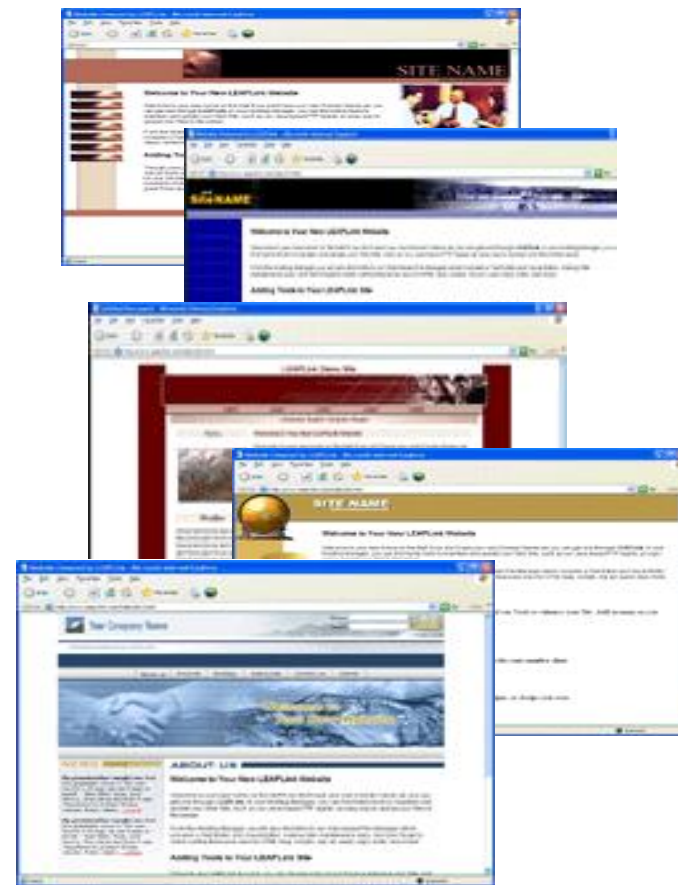
LEAPLink™ 2.0

Custom Design

All sites are custom designed. Your dedicated account team will work with LEAPLink 2.0 design consultants to:

- Integrate your logo, business name and tag-lines.
- Choose a layout that's best suited for effective site presentation and navigation.
- Select colors to reinforce business branding.

The LEAPLink 2.0 design process will ensure a professional design that you'll be proud to share with prospects and clients.

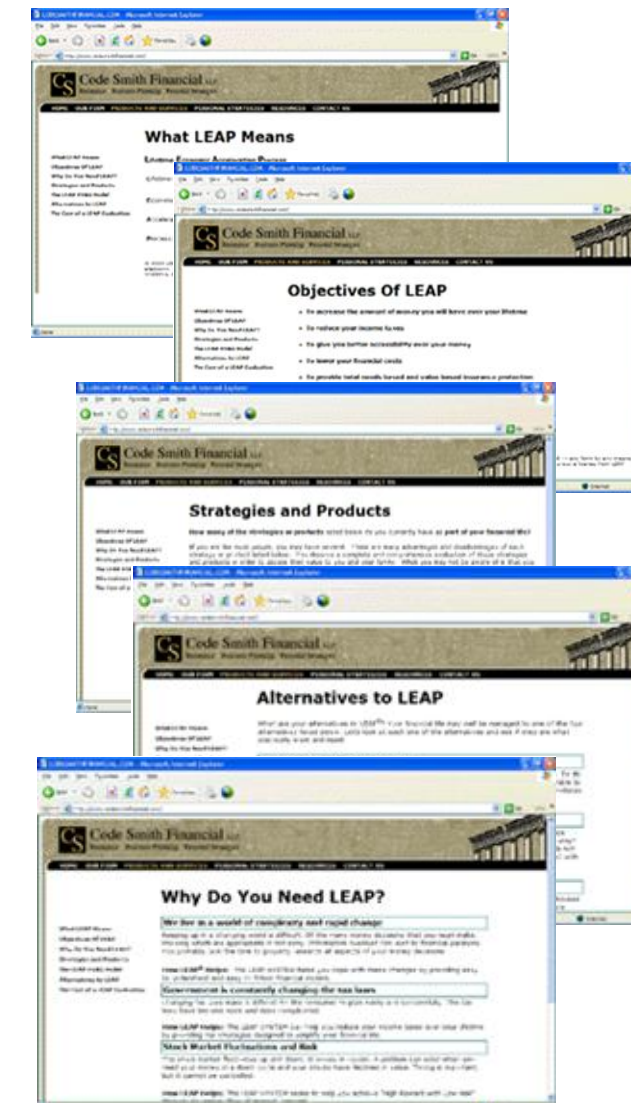


Publish LEAP Content

Your LEAPLink 2.0 site will include 25 pages of LEAP SYSTEM material, the most effective content available to engage prospects. Imagine having the quality of material that you present during an "Opening Meeting" – always available and delivered with your unique branding!

- Educate prospects earlier in the LEAP Process.
- Always have the best information available, when asked, "Can you send me additional information?"
- Benefit from compliant content that has been home office approved.

Remember, only LEAPLink 2.0 provides you with the legal permission to use copyrighted LEAP material in your web site.



LEAPLink™ 2.0



Dedicated Account Team

Only LEAPLink 2.0 provides you with a dedicated account manager that understands the LEAP SYSTEM.

This knowledgeable resource will:

- Learn the specialized characteristics of your business.
- Work with you on the design of your site.
- Help gather your custom content.
- Be available to answer your questions and provide support.

Don't settle for "Call Center" support – go with a program that provides the one-on-one business level support you require to have REAL business impact.



Helping You Secure Your Financial Future for the Important Pieces of Your Life.



Planning your financial future should make dollars and sense.

We help you do both.