PUT *you* IN CHARGE OF YOU.

YOUR NEXT STEP STARTS
WITH ALLSTATE.

Make your next career move to a first-class brand.

It's your time.

You've earned every success you've had. You made the calls. You met the numbers. You got results. Problem is, all that hard work went to someone else's bottom line. Not anymore. Now it's your time.

- **Time to work for yourself, but not on your own**
- **Time to make a difference and earn what you're really worth**
- **Time to partner with a brand people know and trust**

Now's the time to start a successful career with Allstate as a personal financial representative.

"People depend on you. They need you, they call you, they invite you into their lives. I like the face-to-face interaction, simplifying complexity and seeing the light bulb go off."

Henry S., PFR

Discover an untapped opportunity.

Be the expert Allstate customers can trust.

As a personal financial representative with Allstate, you'll take the lead as someone customers can turn to for all their life and retirement needs.

95M Americans have no life insurance, and those who do have it often don't have enough

34% of Allstate's 16 million customers are aware that Allstate sells life insurance

6% of Allstate auto and homeowners customers currently carry life or retirement with Allstate

This is a huge untapped pool of potential customers you won't find anywhere else. You'll have the opportunity to grow your career with customers who already trust Allstate.

A partnership like no other.

Building success together.

The partnership between the Allstate Agent and you, the financial expert, is unlike anything else in the insurance industry. Together, you will have an opportunity to provide customers with a lifetime of protection.

Build a relationship. Reap the rewards.

The first (and most important) relationship you will build is with Allstate Agency Owners. They have firsthand knowledge of their customers' needs. The deeper your relationship with your agency partners, the more access you'll have to **qualified leads** and **cross-sell opportunities** with established customers.

A strong history of financial products

Financial products are a big part of Allstate's overall success. For more than 50 years, Allstate has been meeting customers' life and retirement needs, and we will continue providing support to help you and your agency partners offer comprehensive coverage to customers.

Continued support you can count on

Allstate backs you with a dedicated team to provide guidance and information, including:

- Business planning
- Sales and marketing
- Agent partnership process
- Technology set-up

Get the education you need to get ahead

Allstate provides education so financial professionals can get a fast start on products, sales techniques and partnership processes.

Extend customer protection. Expand your earnings.

Broad solutions to help you build success.

From financial and retirement products to alliances with respected financial service providers, our broad portfolio can help you grow your business and meet the needs of customers.

Allstate offers more than 90 mutual funds and a full range of financial products from leading carriers.

Creating customers for life

Allstate gives you the financial solutions you need to offer customers a lifetime of protection:

- Life insurance
  Full suite of life insurance products — term, whole life, universal life, IUL, VUL
- Annuities (fixed, indexed, variable)
- Mutual funds
- IRAs
- 403(b)s and 529s
- LTC
- Disability insurance
- Workplace life and supplemental health insurance
- Direct and National Financial Services (NFS) brokerage accounts
- Relationships with leading financial service providers

Support to help you succeed.

Cutting-edge tech. Exceptional support.

It's easy to do business with Allstate. Why? We're dedicated to making sure your business runs as smoothly as possible. We understand that access to the latest technology and ongoing marketing and financial services support are keys to your success.

Marketing support

Allstate offers a full suite of customizable marketing collateral, website tools and access to recognized industry tools.

Financial services support

- Life insurance product support and assistance with illustrations
- Guidance on securities and retirement products, including mutual funds, 529 college savings plans, brokerage accounts and annuities
- Support developing customized reports for customers
- Training on products and sales tools
- Broker-dealer suitability ensuring FINRA guidelines are met, transaction details are clear and customers understand the products and costs
- Consultation on complex cases, such as advanced insurance and estate, business and retirement planning

> ***Fact:*** *More than one-third of Allstate personal financial representatives qualify for the Million Dollar Round Table.**

Grow your knowledge. Grow your business.

Earning trust through education.

Building customer trust starts with strong product knowledge. Allstate works with The American College to develop a customized financial services certification program. This program will help you and the agency staff gain understanding of and confidence with Allstate's financial solutions.

Advocating your advancement

Allstate is dedicated to helping you maintain your financial designations, including:

- Certified Financial Planner (CFP)
- Chartered Life Underwriter (CLU)
- Retirement Income Certified Professional (RICP)
- Plus other financial designations

Encouraging your involvement

Allstate understands and encourages your involvement with services industry groups, including:

- Million Dollar Round Table
- National Association of Insurance and Financial Advisors (NAIFA)
- Plus other insurance certification programs

*Based on 2014/2015 qualifying numbers.

Raise the bar. Get rewarded.

Celebrating your success.

As a personal financial representative, you can qualify for our annual awards programs — highlighting your hard work amongst your peers. These annual awards include regional and national events as well as once-in-a-lifetime international all-inclusive trips — paid for by Allstate — for you and a guest.

- Regional Honor Ring Banquet
  Hosted by your regional leadership team
- Leaders Forum
- National Forum
  Open-to-all annual event with costs shared by agencies and Allstate
- National Conference
- Circle of Champions Conference
  International trip for qualifiers and a spouse or guest
- Inner Circle Elite
  Add-on trip to Chairman's Conference with a spouse or guest

Past trips include:

- Salzburg, Austria
- Madrid, Spain
- Paris, France
- Monte Carlo, Monaco
- Beijing, China
- Great Barrier Reef, Australia

An award-winning opportunity.

Allstate has been recognized nationally as a great place to work

- 2015 World's Most Ethical Companies® *The Ethisphere Institute*
- The World's Most Admired Companies 2015 *Fortune magazine*
- 100 Best Corporate Citizens 2015 *Corporate Responsibility magazine*
- 50 Happiest Companies in America for 2014 *CareerBliss*
- 2015 100 Best Companies *Working Mother*
- 2015 NAFE Top 50 Companies for Executive Women *Working Mother*

Be in the business of you.

Are you ready for your hard work to go to your own bottom line? Are you ready to run your own business and partner with a brand people know and trust? All while making a difference in people's lives? If the answer is yes, let's get started today!

Get started and talk to a recruiter today.

Call 877-875-3472 or visit allstate.com/pfr to learn more about becoming a personal financial representative for Allstate.

A strong tradition of protection.

For over 80 years, Allstate has been committed to helping our customers protect everything they've worked so hard to earn. We are a brand that people know and trust — a Fortune 100 company offering a broad range of products that extend beyond just auto and home into life and financial solutions.

Allstate®
You're in good hands.

Auto Home Life Retirement

1931
Allstate Insurance Company is founded on April 17

1957
First life insurance policy sold

1960
Allstate Enterprises Inc. begins offering mortgage and mutual fund management

1976
"Helping Hands" program mobilizes employees to volunteer in their communities

1993
Allstate goes public
(largest initial public offering to date in U.S. history)

2000
Allstate Life becomes Allstate Financial

2002
Allstate issues more than $1.6 billion in new premiums and deposits

2011
Allstate celebrates its 80th anniversary

2015
Allstate launches Allstate Assurance Company with five new life products