

FSP Member Advantage Partners

The following companies are aligned with FSP to provide members preferred access to resources that can help drive success for themselves and their clients.

FOR MORE INFORMATION on the **Member Advantage Partner Program participants**, please visit the FSP web site at www.societyoffsp.org/mdp.



[A.D. Banker & Company](#) is the nation's leading provider of Pre-Licensing exam preparation (for Insurance, Securities Industry Essentials, 6, 7, 63, 65 and 66) for new producers, advisors and staff. They also specialize in relevant and convenient insurance Continuing Education with both self-paced online and instructor-led webinars.



[BHG](#) provides innovative, hassle-free financial solutions to licensed professionals. Since 2001, BHG has provided more than \$6 billion in financial solutions to thousands of satisfied customers nationwide. BHG offers a variety of finance solutions to help you get the financing you need—and deserve. Learn more about their Business Loans, Consumer Loan Solutions, SBA Loans, and Collection Services today.



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At [Brand Builders Group](#), we are on a mission to help every person identify their voice, tell their story, and share their message. As a part of accomplishing that mission, we're dedicated to teaching people the power of building a rock solid reputation. Our proprietary 4 phase process will help you discover your uniqueness and give you clarity on the actionable steps you need to take your personal brand to the next level.



FSP is pleased to offer our members a discount with [Brooks Brothers](#)! As the country's oldest clothing retailer, Brooks Brothers is proud to uphold the same traditions and values for nearly two centuries. Enroll for your complimentary Brooks Brothers Corporate Membership Card and Save 15% on full priced merchandise at all Brooks Brothers U.S. and Canadian stores, by phone, and online.



*FSP has teamed up with [The Business Source](#) to offer concise summaries of books you need to read. Each month learn best practices and gain powerful insights from leading-edge thinkers, industry experts and world renowned business gurus ...and the summaries take just 15 minutes to read or listen to! And best of all, we've arranged a special price especially for FSP members – 70% off the regular price (a savings of \$91)!



*The team at [College Ave Student Loans](#) learned from other complicated lending companies and decided to make getting a private student loan for college better. By specializing in student loans, we're able to give you the attention you deserve and deliver loans that are simple, clear, and personalized for you. FSP members receive discounted rates on new and refinanced student loans.



*[College for Financial Planning](#)- a Kaplan Company: No one knows financial planning education better than us. College for Financial Planning®—a Kaplan Company has also developed many other professional credentials for every stage of your career to equip you with the expertise to tackle complex financial issues, empower you to recommend solution-based strategies and increase your confidence with clients. FSP members receive a 10% discount.



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[Esme Learning](#) supports individual executives, universities, and corporations to deliver leading technology and the latest business trends that enable learners to transform their careers, launch new ventures and improve business acumen. Esme Learning, through its partnership with Saïd Business School, University of Oxford, is inviting members of the Society of Financial Services Professionals to register for the **Oxford Fintech Program** at a 10% discount.



*The [FSP Discount Shipping Program](#), managed by PartnerShip LLC, can provide you with exceptional small package and express shipping discounts - all at no additional cost to you! Society of FSP members are now eligible for exclusive discounts that are typically reserved for high volume shippers.

FSP Group Plans

*[FSP Group Insurance Plans](#): FSP is proud to provide the following suite of optional Group Insurance Plans to help our members obtain the coverages you need at discounted rates: Business Overhead Expense, Group Auto & Home, Group Cybersecurity Insurance Plan, Group Dental Insurance, Group E&O, Group Health Plans, Group Long-Term Care Insurance, Group Long-Term Disability Plan, Group Short-Term Disability Plan, Group Term Life and AD&D, and Group Vision Insurance.



[Marc Demetriou at Guaranteed Rate](#) is offering FSP members a "No Lender Fee Mortgage" (\$1,440 Lender Fee Credit), competitive low rates and a dedicated team to deliver world class service. Marc Demetriou is an SVP of Mortgage Lending and Branch Manager at Guaranteed Rate and is currently licensed in all 50 states. Guaranteed Rate is one of the largest retail mortgage lenders in the United States. Headquartered in Chicago, the company has 7,500 employees in 400 offices across the U.S., and is licensed in all 50 states and Washington D.C. Guaranteed rate is dedicated to offering you a low priced home mortgage, along with top-notch customer service and perks not available to the average customer.



HOTELENGINE.

*[HotelEngine](#), an exclusive association hotel savings program at thousands of hotels across the globe. Whether you need a hotel for a one night business stay, or a week-long vacation; you now have access to rates that are lower than public travel sites.



*[HP](#) offers you an incredible array of computer and digital equipment with special discounted association pricing including full size and mini-notebooks, tablet PCs, desktops, servers, scanners, printers, GPS, and other mobile devices. Discounted toner and ink with FREE SHIPPING!



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*[JourneyGuide](#) is the market innovator for retirement income planning that allows advisors to expand their advice from wealth management to retirement. Utilizing JourneyGuide software puts advisors in the forefront of the transition from holistic planning to holistic advice, creating comprehensive retirement plans in the best interest of their clients. FSP members receive a 50% discount off of the one-year subscription JourneyGuide rate. Valid for new JourneyGuide subscribers only.



*[Justworks](#) provides seamless payroll, HR tools, and compliance support through our all-in-one PEO platform. Plus, Justworks customers get access to rich, “big company” benefits, including medical, dental, vision, 401K, OneMedical and more. As a Justworks partner, the companies and firms of FSP members get their first month free! [a \$99-\$13,000 value].



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FSP members now have two credit card options when selecting the best card to fit your needs. The [World Mastercard® Real Rewards Card](#) allows you to earn point for every \$1 spent, then you can redeem the rewards to use the way you want. The Mastercard® Platinum Card allows you to save on interest and pay down your other credit card balances faster with the 0% interest on the introductory offer with this card. No matter which card you choose, you'll enjoy important features like EMV smart chip technology for added security, mobile purchasing capability for added convenience, plus much more!



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*FSP Members can receive 15% discount off the list price on thousands of office supplies and print/copy items with Free/Discounted Shipping! FSP members can also receive 10% off your first order of \$100 for new [Office Depot/Max](#) signups plus enjoy monthly promos. Members can also receive discounts on over 300 items including select coffee products (i.e., K-Cup® packs) plus lower web/catalog prices.



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*Expert Social Security advice is in high demand. Retain clients and attract new ones by gaining the #SocialSecurity expertise needed to help them maximize their benefits. FSP members can now access The National Association of Registered Social Security Analysts' self-study course, providing you with a comprehensive Social Security education and maximization software training. FSP members receive \$300 off at sign up for the course. [Learn more.](#)



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Trusted Authority/ Trust-Based Selling

Ari Galper

According to "marketing experts", if you don't have a funnel that generates a high volume of leads at the top, then you won't have enough new clients coming out the bottom. That funnel has been the primary mode for lead-generation for years, and it's the only way advisors have been taught to approach and invest in their lead-generation efforts. Funnel marketing worked reasonably well until two to three years ago, but it's been failing ever since. Here's why...[LEARN MORE](#)



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