

Supporting and protecting American service members

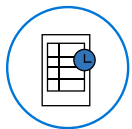
Our proud contribution

- Thanks to the organization America's VetDogs, disabled veterans, service members and first responders can receive the companion of a guide or service dog and achieve greater independence.
- Each year, America's VetDogs helps place more than 150 guide or service dogs. Training takes at least 18 months.
- Over the past few years, Legal & General America has raised more than \$50,000 for America's VetDogs.
- LGA's contribution helped sponsor the pairing of Thomas Eidschun, a veteran, and Alan, his service dog.



Thomas Eidschun and Alan

Advisor's guide: Tips for serving those who serve



Time your approach

Tip: Recommend life insurance before deployment to secure the best rates.

Soldiers are often in peak physical condition pre-deployment, making it an opportune time for good rates.



Understand military benefits

Tip: Familiarize yourself with military benefits so you can help servicemen and women understand what they already have and what gaps they might need to fill.

This builds trust and credibility with the client.



Personalize the approach

Tip: Recognize the unique challenges military personnel face and tailor solutions to their unique needs.

Common challenges include frequent relocations and deployment stress on the family.



Highlight family security

Tip: Emphasize the importance of protecting the financial future of their loved ones.

The assurance that their family will be taken care of can be a strong motivator for military personnel.



Be flexible

Tip: Offer flexible scheduling or remote consultations.

Military schedules can be unpredictable.

We're committed to serving those who serve our country. Join us.

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