

FOR AGENTS

rules for advertising UHL/UFFL PRODUCTS



**United
Farm Family**
Life Insurance Company

www.unitedhomelife.com

PLEASE CAREFULLY READ the following information:

State laws require every insurer to establish and maintain a system of controls over the content, form, and method of dissemination of all advertisement of its products.

Agents who include any reference to the Companies, including but not limited to product names, features, premiums, financial strength ratings, or logos in any form of advertising whether in print, electronic, audio, video, or any other format must submit it to the Home Office at the email address below for approval prior to use. A request may also be submitted to receive the UHL/UFFL logo for use on approved Social Media sites. Please review our Social Media Policy for details on guidelines and expectations. Agents who post Company materials on agency websites or other electronic media should routinely verify that they are using the most current versions. Outdated materials should be promptly removed from any form of electronic media.

Regulations governing the language used in advertisements are very precise and strict. Failure to comply with these guidelines will result in termination of your contract.

Please call us with any questions you have. Be sure to take advantage of the UHL/UFFL flyers available for use with consumers to help market our products. These can be found on our Agent Portal at www.unitedhomelife.com.

UHL/UFFL Insurance Companies
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