



**Nationwide®**  
is on your side

# Giving you an edge in the business life insurance market

After 20 years as a leader in the business life insurance market, we know it takes a well-coordinated effort to win and keep business clients. That's just what our Nationwide® Business Solutions Group is designed to provide.

We have more than 50 business life insurance specialists who are ready to help you and your advisors with all types of cases — small, midsize and large — and all aspects of the sale.

## Nationwide® Business Solutions Group

#1

in corporate-owned  
life insurance — 6th  
consecutive year<sup>1</sup>

Providing services to over

950  
BUSINESSES  
— many in the Fortune 1000

More than

\$16.6 BILLION  
in business life insurance  
assets under management<sup>2</sup>

## Services provided

We partner with you to meet your advisors' needs throughout every step of the process:

|                                   |   |
|-----------------------------------|---|
| <b>Point-of-sale support</b>      | We'll help you qualify prospects, gather client information, customize a proposal and present it to the client.                           |
| <b>Specialized underwriting</b>   | Our team only underwrites business life insurance cases and supports guaranteed-issue, simplified-issue and regular underwriting.         |
| <b>Streamlined implementation</b> | We make the process easier by ensuring all requirements are in good order, providing timely updates and efficiently issuing the policies. |
| <b>Reliable service</b>           | We meet your post-issue needs, including fund inquiries and reallocation, case reporting, commissions disbursements and claims.           |
| <b>Client retention</b>           | We monitor cases to identify any that are at risk of surrendering and present solutions that help advisors retain them.                   |

<sup>1</sup> 2016 IBIS Associates traditional COLI survey results (February 2017).

<sup>2</sup> Nationwide's Prefix Reporting System as of July 5, 2017.

## Solutions supported

Our business life insurance specialists can help propose and implement a wide variety of solutions for both business owners and their key employees:

|   |                        |
|---|------------------------|
| Nonqualified deferred compensation plans                  | Buy/sell arrangements  |
| Executive bonus plans                                     | Key person coverage    |
| Insurance-based income solutions                          | Split dollar plans     |
| Informal funding of employee stock ownership plans (ESOP) | Stock redemption plans |
| Supplemental executive retirement plans (SERP)            |                        |

Packaged solutions are also available for executive bonus and nonqualified deferred compensation plans.



Work with your Nationwide wholesaler, RVP or our BGA Sales desk to learn more about all the services and solutions our Nationwide Business Solutions Group can offer you.



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This material is not a recommendation to buy, sell, hold or roll over any asset, adopt a financial strategy or use a particular account type. It does not take into account the specific investment objectives, tax and financial condition or particular needs of any specific person. Clients should work with their financial professional to discuss their specific situation.

**Variable products are sold by prospectus. Consider the investment objectives, risks, charges and expenses. The product and underlying fund prospectuses contain this and other important information. Investors should read them carefully before investing. To request a copy, go to [nationwide.com](http://nationwide.com) or call 1-800-848-6331.**

Be sure to choose a strategy and product that are suitable for the long-term goals of both the business and its employees. Weigh objectives, time horizon and risk tolerance, as well as any associated costs, before investing. Market volatility can lead to the need for additional premium in the policy. Variable life insurance has fees and charges that include costs of insurance, underlying fund expenses and administration fees. Investing involves risk, including possible loss of principal.

All guarantees and benefits of the insurance policies are subject to the claims-paying ability of the issuing insurance company.

Products are issued by Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, Member FINRA.

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