



Our Story

Thank you for your interest in getting to know Westland Financial Services (WFS) and Westland Financial Institutional Marketing (WFIM). Since our beginning, Westland has been offering insurance products and strategies in the context of financial and investment planning. The following is a brief overview of our firm, who we are and how we work with our institutional clients and financial professionals.

Mission

Our mission is a simple one... To be the premier insurance partner for financial professionals. We believe that the strategies, products and guarantees offered by insurance products are essential in every client portfolio.

We Believe

The financial professionals we work with should recognize and know that they can be the most important person in someone's life. We understand that the best laid financial plans can be easily derailed by, sickness, injury or early death. Insurance allows families to continue, a business to continue or a legacy to be passed on efficiently. Annuities provide predictability and certainty for accumulation and income. Long Term Care insurance permits us to keep our dignity and provide the extra income needed to pay for services when we need them most. Disability insurance provides the income replacement required to maintain a lifestyle when faced with a sickness or injury during our earning years.

In the grand scheme of life, we believe having insurance protections is vital, having insurance and not needing it is a small item, but needing insurance and not having it seems foolish. When insurance is understood and positioned properly, then placing a protection product as part of an overall financial strategy would never be frowned upon and will always make a significant difference when needed.

History

Westland has been in the business of serving, Broker/Dealers, Banks, Credit Unions, RIA's, independent financial professionals, insurance sales organizations and individual agents for 40 years. To our knowledge Westland was the first insurance marketing company to specialize in serving the Broker/Dealer and Bank markets and we remain committed to this business model. In 1976 Westland entered into a formal relationship with an independent Broker/Dealer, Private Ledger (now LPL Financial Services). Over the years, WFS has been selected from the thousands our competitors to support the advisors of other large broker/dealers and banks such as; Bank of the West, National Planning Corporation, Cetera,

Independent Financial Group and AIG Advisor Group (FSC, Royal Alliance, SagePoint Financial and Woodbury Financial) in addition to many small broker dealers. In short, having a CFP at our helm from inception has given us a leg up on creating and supporting strategies and marketing tools that uniquely fit in with the financial professionals we serve.

Our Leadership

Gene Pastula, CFP Founder and President

After seven years selling life insurance and managing agents for Aetna Life & Casualty, Mr. Pastula founded WFS in 1974 to provide independent financial advice to clients that would include, but not be limited to Life Insurance. He received his CFP designation in 1975 and built a successful OSJ with a west coast Broker/dealer. In 1978 he recognized an opportunity to service the needs of the infant financial planning industry by providing expertise in the rapidly changing insurance industry and signed the first ever venter agreement with Private Ledger Financial. That action set the course for WFS as an insurance marketing company to address the unique needs of financial advisors whose focus is on managing investments; but whose responsibilities often involve providing quality professional advice using insurance strategies.

In 1979 Mr. Pastula participated in introducing Universal Life to the insurance and financial planning industry and has trained thousands of advisors in the use of modern insurance products and strategies. Most significant of these products/strategies he helped to develop was MoneyGuard, and the "Asset Based" Long Term Care marketplace was born. Since then, Mr. Pastula has been sought after to assist in the development of other asset-based LTC products and is recognized by many as *the* foremost marketing expert in this area. Today, Westland remains a leading distributor of all top quality life insurance products, but especially those that have long term care options associated with them.

Tim Morton, Chief Executive Officer

Tim began his career in this industry at Private Ledger (now LPL) in 1982 as Information Systems Manager and rapidly moved up in senior management. He next went on to help run a small broker/dealer and expand his personal financial planning and tax practice for many years while being heavily involved in the California Independent Broker/Dealer Association. He was later recruited to help run a large bank-focused public financial services company, James Mitchell and Company. JMC had a sales force of 650 reps and produced about \$4 billion in sales for bank clients. Tim was eventually promoted to President and was named President and CEO of its subsidiary broker/dealer, JMC Financial Services and its national insurance marketing organization, JMC Insurance Services, positions he held for 8 years. Since joining Westland over 8 years ago, Tim built the annuity division and was promoted to Chief Operations Officer in 2011 and CEO in 2014. He has been extremely active in the Financial Services Industry and served on the Board of the National Association of Broker/Dealers (NABD) for 8 years and was elected to the FINRA Small Firm Advisory Board in 2012. Tim was also CEO of a small San Diego Broker/Dealer and a Managing Director of a small B/D in Laguna Niguel, CA. He is currently licensed for life, health and LTC insurance and held FINRA Series 7, 24, 63, 51, 79 and 99 licenses until 2014.

Our Structure

Westland is a C-corporation domiciled in California and licensed to sell life, annuities, health and long-term care insurance in all 50 states. The entire enterprise consists of 17 employees. The home office is in San Diego, CA housing ten employees. Two employees work in a bank and credit union satellite office in Pasadena, CA and five outside marketers live in CA and TX. Two of our employees remain securities licensed and this allows us to also support variable life products.

Our Marketing Methods

Our years of experience working with professional financial planners have taught us that they require and appreciate high-touch service when dealing with insurance. While many advisors may be highly experienced in Life Insurance, Annuities and even LTCi, most are not. Advisors appreciate having a professional insurance resource available to them to discuss cases and alternatives that are suitable for their clients. It is interesting that when we present concepts to planners they are always very excited and enthusiastic, but often find they need to still rely on us to back them up in a client presentation and we are happy to provide this level of service.

We make extensive use of our e-newsletters, webinars and targeted promotions of offers to assist advisors within the parameters set by the broker/dealer or an individual agent. Office meetings are used with care so that we are as efficient as possible. We rely on the OSJ or office sales manager to assist us in making sure we are telling our story to those who are interested and can best put the strategy to use.

Financial Advisors will hear from us often but not so as to be irritating. Access to our web site will give them 24/7 information of the latest innovations in the Insurance industry. They will also find training and audio client presentations to assist in the sale of these products. Our webinars will teach how and when the products can (and should) be a part of their clients' portfolio. They will soon come to find what so many other advisors have discovered...that we offer high touch, expert assistance from education, to case design, to client presentation, to underwriting and issue and finally, we will be there for them in the future to assist with client service.

Because all of our wholesalers are professionals with many years of experience working with financial planners and investment advisors we are able to assist in the sales process when needed. We understand the culture in an investment firm and how to present our products and concepts in a manner consistent with the advisors role in the equation.

We offer client seminars that are effective and productive while remaining true to the principals of compliance that must be maintained by both the broker/dealer and the insurance company. In the process, we not only teach the implementation of our products and strategies, but proper presentation techniques as well.

Our Focus

Westland was designed from its beginning as a firm that would incorporate quality insurance strategies coupled with accepted money management best practices to provide your clients with a balanced, more secure portfolio. This combination of wealth-building concepts can add predictably to a portfolio and minimize or eliminate various risks. As a result our emphasis has historically been to contract with independent broker/dealers, banks and regional wire house firms in a formal agreement to provide insurance support to their advisor force.

In 2003, Westland acquired a 50% interest in a successful bank marketing company. This subsidiary is now Westland Financial Institutional Marketing (WFIM) and is a leading distributor of MoneyGuard, Linked Benefit Products and other insurance and annuity products through banks and credit unions.

Compliance

The insurance industry is very complex, with new product innovations, re-pricing, increased regulation and an uncertain slower economy. Government, FINRA and the SEC are becoming more involved in the oversight of products and sales practices, professional insurance advice (and the potential liability when that advice is not forthcoming) is now becoming an additional responsibility of the Broker/Dealer.

We believe one of the greatest values we add to our RIA, bank and broker/dealer partners is that senior management can realize a high level of comfort in knowing that their agents are dealing with a professional organization and are promoting quality insurance companies, products and concepts that are suitable for their clients. Westland is well versed in the compliance issues surrounding all insurance and annuity products and is one of the few marketing companies who proactively work to help protect your company and your advisors with a culture of compliance.

Our Staff Marketing

Everyone in our 9 person wholesaling force has many years of concentrated experience with asset-based LTC, traditional LTC insurance and all life and annuity products. Clearly the associates at WFS are a very qualified wholesaling force, possessing an average of 20 years or more experience in promoting and advising on insurance strategies to help protect a portfolio, a family, a business or to provide a lasting legacy. Westland has built an outstanding traditional Long Term Care Insurance department, now powered by LTCi Partners and this allows Westland to provide the greatest range of products, the best service and the most competitive compensation available in the industry.

We have built an exceptionally strong **Advanced Markets** and Underwriting teams to work on complex cases and get cases issued. We are more than happy to work side by side for a share of the compensation as your exclusive insurance expert or remain in the background to support you through the sales process.

Administration

Because of the relationships with B/D selling organizations, WFS requires a special administration system to facilitate the contracting, case management and commission accounting needs for advisors doing business with us as well as a formal reporting capacity to our broker/dealer and bank clients. We maintain an awareness of HIPPA and Client Privacy in our procedures. Our senior field underwriter has over 30 years of experience submitting, tracking and facilitating the underwriting of all forms of life, health and annuities.

All applications are submitted through the WFS home office where they are entered into our client/agent tracking program. The apps are “scrubbed” for accuracy and suitability and basic underwriting requirements are ordered. Completed In-Good-Order applications are express mailed, scanned or faxed to the carrier home office underwriting departments. Each application is reviewed and tracked *at least* weekly with a report sent to the producing agent so that they know the underwriting status at all times.

All issued policies are sent through our office to be checked for accuracy before being forwarded on to the producer for delivery to the client. Since most of our producers sell insurance only occasionally, we are always very complete in our instructions for delivery. Often, we participate with the producer when there is some concern that the client will need extra attention at the time of policy delivery.

Westland has a state of the art automated contracting and licensing system and after your initial set up, we can contract you with any carrier we do business with in just a matter of minutes.

Long-Term Care Strategies

While we offer products and services encompassing permanent life insurance, annuities, term insurance and long-term care; it is in the long-term care business that we have earned a unique reputation for providing unique services and expertise. As the co-developers and innovators of Asset-based LTC in 1987, we have led the industry in sales of **MoneyGuard** from Lincoln National Life; and now offer **Total Living Coverage (TLC)** from Genworth and **Asset Care** from State Life. We also actively promote and offer several strong **Life Based** solutions offered by **John Hancock, Mass Mutual, Nationwide, New York Life, Guardian** and others. Many life products now offer unique liquidity riders that allow the life policy to prepay its death benefit when care is needed most.

Our experience and expertise in asset-based and linked benefit products spanning 25 years, combined with our high quality portfolio of conventional products and services now powered by LTCi Partners, makes Westland one of the most powerful LTC resources in the financial services industry.

Life Insurance

In life insurance we represent only top tier carriers who offer the most competitive and innovative products and insurance based strategies.

While we offer top tier companies and products, as would be expected from any brokerage source, our emphasis is on their proper and creative application as part of an appropriate financial Planning strategy. Westland has an Advanced Markets Team and significant insurance expertise in case design and underwriting ready to serve you.

Westland also offers Advisor practices the ability to partner for better support all insurance activity. This allows Advisors to keep concentrated on what they do best in maintaining their primary business focus. Our programs, education and support can be customized for each practice to give the Advisor the ability to promote specialized insurance expertise as part of their offerings to the public.

Advisors should also take advantage of our CARE program (Contract Analysis, Review and Evaluation) for Policy Review and placement assistance.

Annuities

Currently our Fixed and Indexed Annuity list is typical of what one would see from any source that prides itself on its agent service and not just being a spreadsheet house. We also offer some specialized products and carriers not found in many of our competitors.

Our website has one of the finest annuity search engines available that provides the in-depth information one needs to select appropriate products for the high-end client 24/7. We are currently introducing a revolutionary innovation in fixed/indexed annuities to provide real value to the income-oriented client. As such, we are quickly becoming recognized in the field force of many broker/dealers for our expertise and professional assistance when designing income strategies for retirees.

With our specialized expertise in the broker/dealer community, we have been chosen by many B/Ds to be their approved vender for Equity Indexed products. We also offer the unique ability to offer services to establish compliance standards, help write Written Supervisory Procedures for the outside business activity surrounding the sale of insurance and annuities and to provide due diligence guidelines for product and carrier selection and approval.

Compensation

Naturally, we offer competitive compensation along with a high level of service to individual producers and attractive overrides to organizations commensurate with an active partnership role.

In conclusion

We would like to explore ways to begin a mutually beneficial relationship with the your firm to provide marketing services to your sales associates in any or all of the various insurance and annuity disciplines mentioned here. We look forward to further discussing how Westland can help you grow the long-term care element in your insurance focus that is becoming such a meaningful part of the financial planning process.

Westland is good at what we do and working together, we can improve, service, offerings and revenue to your firm. However, more importantly, we will help your advisors help more of their clients with the guaranteed protection and income strategies that only life insurance based products can provide.

Call or E-mail us anytime to discuss your organization, needs or concerns.

Sincerely,



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