

# Press Release

## **DIS Announces 2011 Roadshow, Inviting Brokers to “Join the DI Revolution”**

**San Diego, Calif., Jan. 25, 2011:** Disability Insurance Services, a leading provider of disability insurance solutions, announces the launch of its 2011 “Join the DI Revolution” roadshow. DIS joins major organizations such as NAIFA and NAHU in cities across the country to provide producers and financial planners with disability insurance insights and know-how.

“Paycheck protection is one the most important pillars of any financial plan,” says Disability Insurance Services President Dan Steenerson. “Without a paycheck to fund investments and dreams, a financial plan is just a meaningless document. Our goal is to spread the word, helping to secure paycheck protection for every American.”

The company kicked off its national tour in January presenting at a Phoenix Worldwide Employee Benefit Association (WEB) event and at the San Diego NAHU Expo. The next stop on the road show is Feb.10 at the Orange County Hilton. In coming months, the company will present at many national and local chapter events. At several stops, attendees can receive continuing education credits.

“To date, more than 7,500 brokers have joined DIS in its quest to provide paycheck protection for all Americans, and the trend is growing,” Steenerson says. “No one who relies on a paycheck to fund current or future living expenses should go without income protection.

The odds of disability are greater than the odds of dying or having a house fire. Most people wouldn’t dream of going without fire insurance for their homes, yet they leave their paychecks completely exposed. As trusted advisors, we need to



**PAYCHECK PROTECTION FOR ALL AMERICANS**

make clients aware of the urgency of this issue. In fact, it's so important that I recommend having clients sign a waiver of liability if they decline coverage.”

Disability Insurance Services helps insurance agents develop DI expertise and selling proficiency through a highly developed end-to-end suite of services and products. Some of the company's innovations include its proprietary Analyzer, a side-by-side quote comparison tool, a free online quote engine brokers can place on their websites, and computer automated marketing strategies. In addition, the company's website (diservices.com) offers dozens of how-to selling articles, product information, and consumer handouts. Brokers can also gain knowledge at the free Wednesday Webinars – offered weekly at 11 a.m. PST.

If you're an insurance producer or financial planner who would like to learn more about the DI roadshow, visit [Disability Insurance Services](#) for a full list of scheduled dates, or request more information by e-mailing [info@diservices.com](mailto:info@diservices.com). If you'd like DIS to participate at your event as a keynote speaker, trainer or exhibitor, contact Ben Coleman at 800-898-9641 or at [bcoleman@diservices.com](mailto:bcoleman@diservices.com).

#### About Disability Insurance Services Inc.

Founded in 1997, Disability Insurance Services markets a suite of disability insurance products through a nationwide network of brokers and affiliates. These products protect Americans' paychecks by providing income when an insured is disabled due to illness or injury. The company, headquartered in San Diego, Calif., is known for its expertise, end-to-end broker support, and innovative practices. For more information, visit [www.diservices.com](http://www.diservices.com) or call 800-898-9641.

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