

Press Release

Disability Insurance Services Reports Banner Year in 2010

San Diego, Calif., Jan. 5, 2011: Disability Insurance Services, a leading provider of disability insurance solutions, announced record-breaking production growth in 2010. The company was up 6 percent over its best year and has sustained 13 percent year-over-year production growth during tough economic times.

Company President Dan Steenerson says, "We're very proud of our success. Our goal is to provide paycheck protection for all Americans. To that end, we continuously reinvent our approach to serve brokers and their clients better. Consumers now have a heightened awareness of financial security, so brokers have an unprecedented opportunity to grow in the disability insurance market."

In the past, disability was largely sold by life insurance agents and financial planners, but Steenerson says the distribution formula is shifting. "The impact of health reform has prompted many group health insurance brokers to shore up declining commissions by incorporating cross-selling strategies into their marketing plans," says Steenerson. "Cross-selling disability insurance to business owners and executives, and through voluntary group settings, is an easy way for brokers to diversify offerings while providing essential paycheck protection."

DIS helps insurance agents sell more disability insurance by simplifying the process and by delivering the industry's most cutting-edge tips, tools and technology. Some of the company's innovations include their 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.

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In short, agents who are new to the disability industry discover comprehensive support and nonstop advice with DIS. “If you’re not sure how to sell the product, just call us,” Steenerson says. “We can walk you through the options, show you a sales script, and in some cases, even ride along on your call so you feel comfortable.”

If you’re an employee benefits broker who would like to learn more, read DIS’ free report, [Employee Benefits Brokers: Maximize Your Sales Success With Disability Insurance](#) or request the free brochure by e-mailing info@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 or call 800-898-9641.

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