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Press Release

Disability Insurance Services and First Command Celebrate Two Years of Growth

San Diego, Cal., March 22, 2010: Disability Income Services (www.diservices.com) is celebrating its two-year anniversary of working with First Command Financial Services, Inc. (www.firstcommand.com). The reasons to celebrate: A strong relationship and steady growth.

First Command Financial Services and its subsidiaries, including First Command Bank and First Command Financial Planning, assist American families in their efforts to build wealth, reduce debt and pursue their lifetime financial goals and dreams—focusing on consumer behavior as the first and most powerful determinant of results. Through personalized financial plans that emphasize accumulating wealth while reducing risk, First Command Financial Advisors have established lasting relationships with hundreds of thousands of client families since 1958. The company's insurance division, First Command Financial Services, helps clients with asset protection products such as disability insurance.

Seeking a wider array of product options to solve complex underwriting issues (as well as additional sales training and tools), First Command expanded its product offerings through a new business relationship with Disability Income Services (DIS). Robin Raef, First Command's LTC and DI product manager, said DIS distinguished itself from all the competitors by offering appointments with all major carriers, its own DI analyzer comparison tool, expertise and advocacy in underwriting, sales training and tools and, most importantly, a "whatever-it-takes" attitude.

Supported by Disability Income Services, First Command succeeded in doubling its disability insurance sales in less than 18 months. "Before DIS, we had only one product to offer. Now, we can bring solutions from eight carriers," Raef said. "Having more options greatly increases our chance of sales success, particularly in challenging underwriting situations."

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“In the DI industry, only one out of 10 quotes becomes a policy,” DIS President Dan Steenerson said. “At DIS, the success rate is more than doubled — one out four DIS quotes become policies. We’re very proud of that statistic.”

Now, First Command Financial Advisors have additional resources for educating their clients about the features and benefits of disability insurance. Sales have more than doubled.

“The relationship between DIS and First Command has been positive on so many levels,” Raef said. “As the product manager I wear many hats, and it’s a relief to know that I can rely on the expertise DIS brings. They’re a wonderful, knowledgeable resource, and I highly recommend their services.”

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, Cal., is known for its expertise, end-to-end broker support and innovative practices. For more information, contact Dan Steenerson at 800-898-9641 or at DSteenerson@DIServices.com.

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