

InsMark and Hause Actuarial Solutions Enter Strategic Alliance

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San Ramon, CA ; Overland Park, KS --

InsMark, a leader in providing supplemental illustrations, and Hause Actuarial Solutions, which specializes in basic illustrations, have announced an exclusive strategic alliance in which each company will offer the other's products. Customers of either company can now access InsMark's innovative marketing products, combined with Hause Actuarial's ability to customize illustrations for all variations of life insurance products.

Bob Ritter, Chairman/CEO of InsMark, says, "For some time we have considered developing basic illustration capacity for our client companies. Our relationship with Hause Actuarial allows us to provide this service immediately without compromising the time and effort we spend on development and enhancement of our marketing illustrations. This alliance offers our customers the best of both worlds coupled with a very quick developmental cycle."

Chris Hause, President of Hause Actuarial Solutions, says, "Having instant access to InsMark's impressive array of illustration systems allows us to better service our clients. We can marshal all our resources on the technical, legal, and actuarial end of illustration development while also offering the benefits of InsMark's focused creativity in marketing concepts. Our ability to deliver cost-effective systems ranging from niche products to complete portfolios will give our client users a distinct advantage in reaching the marketplace quickly and efficiently."

Jon Ballou, CLU, Vice President, Advanced Sales, MTL Insurance Company, the first life insurance company to experience the InsMark/Hause connection, says, "Having both supplemental and basic illustrations done separately by experts but available in a package for very competitive licensing fees is a powerful marketing and budgeting resource for us."

Comprehensive quotes regarding both companies' fees and services are available from either InsMark or Hause Actuarial Solutions. Details of each company can be reviewed at their respective websites, www.insmark.com and www.hauseactuarial.com.