



NATIONAL ASSOCIATION OF INDEPENDENT LIFE BROKERAGE AGENCY

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Contact:

Joe Normandy
(703) 383-3081
jnormandy@nailba.org

NAILBA Sets the Standard in Carrier Communications

(Fairfax, Va.) The National Association of Independent Life Brokerage Agencies (NAILBA) today announced the release of the first-ever Communications Standard Coding system, designed to simplify and make timely the communications between producers, brokerage general agencies (BGA), and carriers.

Created by the Communications subcommittee of the NAILBA Application Pipeline Task Force, the system provides BGAs the ability to easily identify the subject matter of the incoming information and distribute it quickly to the appropriate parties, so that all parties are current on changes and updates.

"BGAs are bombarded daily with information bulletins from the carriers they do business with," stated NAILBA Chairman of the Board Matthew J. McAvoy. "In many offices these communications go to one person who reviews the incoming messages and forwards them to the appropriate person or departments. This can be a time consuming process and, at times, mistakes are made because the information is not being sent to the correct person within the BGA office."

"The coding system created by NAILBA was reviewed by the CEO's of six of NAILBA's core carriers," continued McAvoy. "Most carriers responded positively to the new classification and indicated their willingness to incorporate the standards into their communications."

To date, AIG Life Brokerage, ANICO, Genworth Financial, and Mutual of Omaha have begun incorporating these codes into their daily communications.

The NAILBA Application Pipeline Task Force (APTF) was created to examine and refine the entire brokerage process (the "pipeline") where at one end is the agent/customer and at the other end is the carrier. In between are the member agencies of NAILBA. The quest of the APTF is to make that pipeline as trouble-free as possible, with as few holdups, rejections and returns as

feasible. The APTF is made up of three sub-committees to handle identified challenges in the pipeline. Those subcommittees are Training Necessary, Communications, and Timely Resolution.

To view the communication standard coding system, visit www.nailba.org.

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The National Association of Independent Life Brokerage Agencies (NAILBA) is a nonprofit trade association with 351 member agencies in the U.S. and Canada, representing 100,000 producers who deliver more than one billion dollars in first year life insurance premiums annually. NAILBA is dedicated to fostering the growth of its member agencies by providing educational resources, industry standards and a collective voice for legislative and regulatory efforts. Each of NAILBA's members commits to a statement of responsibilities to ethically and responsibly serve their clients' best interests. For more information, visit www.nailba.org.