

North American Senior Benefits

THE *pulse*

HAVE YOU REGISTERED FOR CONVENTION?

WWW.NASBINC.COM/BEATS

WHAT WE DO MATTERS!

Agent Of The Week

Brittney G

BRITTNEY G IS BACK ON OUR COVER THIS WEEK AFTER WRITING, \$16,906 IN A/P ON 17 APPS LAST WEEK. WAY TO KICK OFF THE NEW YEAR WITH A WIN BRITTNEY!

North American Senior Benefits

North American Senior Benefits
1-866-926-9000 | NASBINC.COM
2500 Daniels Bridge Rd. Bldg 100
Athens, GA 30606

LAST WEEK'S TOP TEAMS

\$50K+

TEAM	A/P	APPS
Chris C	\$697,866	734
Garrett H	\$624,565	662
Keith T	\$549,193	621
Josh S	\$512,395	553
Dusty T	\$350,592	412
Andrew E	\$313,533	312
Blythe B	\$250,334	306
Blair O	\$214,024	190
Nick G	\$191,962	171
Greg B	\$178,325	206
Ashley C	\$154,394	173
Garrett S	\$142,564	166
Max G	\$111,074	105

TEAM	A/P	APPS
Dylan W	\$86,341	110
Scott D	\$83,133	100
Naomi G	\$82,977	86
Alex M	\$81,558	85
Will K	\$80,117	77
Cody L	\$73,022	88
Storme C	\$61,050	89
Cat B	\$60,008	53
Nate S	\$58,803	53
Blake N	\$58,016	63
Laura M	\$55,737	178
Russell W III	\$51,808	41

Last Week's #1 App Writer:

DAN C

With 22 Apps!

\$9K-\$19,999K

TEAM	A/P	APPS
Grayson R	\$19,799	19
Xavier C	\$19,799	19
Mario F	\$19,459	25
Cody W	\$19,073	30
Abel H	\$18,855	24
Nicholas R	\$18,707	23
Cliff S	\$18,263	25
Mikal R	\$18,084	21
Dante F	\$17,881	16
Eugene M	\$17,717	17
Ryan M	\$17,376	16
Justin C	\$17,337	12
Connor E	\$17,125	16
Smiley M	\$17,066	10
Tyler K	\$17,052	12
Brittney G	\$16,906	17
Cody C	\$16,896	14
Adrienne M	\$16,781	16
Asia H	\$16,675	22
Eric S	\$16,653	17
Brittany R	\$16,632	22

TEAM	A/P	APPS
Eric G	\$16,039	20
Robert H	\$15,986	20
Jonathan M	\$15,767	22
Grace S	\$15,704	19
Steven W	\$15,597	29
Ryder D	\$14,978	13
Haley F	\$14,466	17
Martin M	\$13,851	10
AJ R	\$13,551	13
David F	\$12,998	12
Jessica D	\$12,609	18
Moe K	\$12,296	12
Rafael R	\$12,289	13
Fred F	\$11,729	10
Emily S	\$11,625	12
Danny B	\$11,583	10
Hunter C	\$11,514	14
Michael B	\$11,184	12
Jalen D	\$11,171	55
Cameron K	\$11,154	13
Windy H	\$11,065	11

TEAM	A/P	APPS
Daniel K	\$11,035	13
Sheena W	\$11,023	7
John S	\$10,878	9
Joe H	\$10,811	20
Anthony J	\$10,665	13
Hobbs J	\$10,518	12
Zamantha M	\$10,268	10
Tiffany T	\$10,268	10
Ryan S	\$10,240	22
Kalid H	\$10,191	8
Adam M	\$10,073	8
Nichole B	\$10,014	7
Ryan B	\$9,977	3
Parker W	\$9,889	12
Brooke M	\$9,621	9
Carter P	\$9,454	10
Bobby B	\$9,367	8
Steven C	\$9,239	8
Brandon P	\$9,205	10
Ronnie B	\$9,066	15
Mason C	\$9,045	10

\$20K-\$49,999K

TEAM	A/P	APPS
Joe B	\$49,029	35
Connor H	\$47,139	33
Spencer V	\$46,197	63
Whitney H	\$43,080	46
Alex P	\$42,026	40
Cole T	\$41,240	46
James T	\$38,869	41
Christina B	\$36,862	32
Alstin V	\$36,784	35
Branden D	\$32,693	34
Yassir A	\$32,532	33
Kailyn B	\$32,063	39

TEAM	A/P	APPS
James C	\$29,741	28
Alex C	\$29,472	41
Doug H	\$29,445	24
Moe A	\$28,625	22
Dustin H	\$26,703	41
Colby S	\$26,277	44
Mekayla M	\$26,168	33
Gerardo M	\$25,240	31
Steven H	\$24,726	26
Dima F	\$24,677	21
Kellem-C	\$24,053	17
Christian A	\$23,989	25

TEAM	A/P	APPS
Jennifer J	\$23,543	28
Stefanie R	\$23,494	23
Marcus Al-S	\$23,139	22
Owen M	\$22,620	27
Luke R	\$22,388	27
Shane R	\$22,385	22
Brandon L	\$22,375	36
Stephen D	\$21,517	31
Joseph C	\$21,016	17
Amanda F	\$20,561	25
Lydia W	\$20,416	22
Nick R	\$20,355	38

LAST WEEK'S 10K GRAND LAND AGENTS

AGENT	A/P	APPS
Dan C	\$27,286	22
Brittney G	\$16,906	17
Connor H	\$16,050	7
Dorea K-C	\$15,230	10
Coult A	\$15,156	10
Stefanie R	\$13,603	7
Charlie N	\$13,026	13

AGENT	A/P	APPS
Yassir A	\$12,053	11
Moe K	\$11,606	11
Ann B	\$11,157	11
Louis L	\$11,061	10
Gerardo P	\$10,952	10
George R	\$10,514	6
Samuel E	\$10,173	7

DEADLINE

REMEMBER TO PLACE YOUR DIGITAL LEADS ORDERS BEFORE THE FIRST OF THE MONTH TO BE FILLED THE FOLLOWING MONTH!



**TEXT THE BATPHONE
SEND US YOUR PICS
FROM THE FIELD!
770-840-5467**

LAST WEEK'S TOP PRODUCERS

AGENT	A/P	APPS	AGENT	A/P	APPS	AGENT	A/P	APPS
Dan C	\$27,286	22	April F	\$7,633	3	Mason C	\$5,838	4
Brittney G	\$16,906	17	Fred F	\$7,581	6	Charles S	\$5,835	6
Connor H	\$16,050	7	Lacarris P	\$7,550	5	Travis H	\$5,805	2
Dorea K-C	\$15,230	10	Kalid H	\$7,533	6	Gerardo M	\$5,748	5
Coult A	\$15,156	10	Jordan M	\$7,462	4	Shawn T	\$5,734	9
Stefanie R	\$13,603	7	Melinda P	\$7,286	9	Jenna F	\$5,733	4
Charlie N	\$13,026	13	Luke C	\$7,224	6	Ashton M	\$5,706	5
Yassir A	\$12,053	11	Ronnie B	\$7,114	11	Louis M	\$5,606	6
Moe K	\$11,606	11	Jalen D	\$7,000	3	Jacob W	\$5,584	5
Ann B	\$11,157	11	Frank W	\$6,964	7	Kyle B	\$5,580	1
Louis L	\$11,061	10	Daniel L	\$6,876	5	Brandon M	\$5,580	5
Gerardo P	\$10,952	10	Danni C	\$6,871	3	Joseph R	\$5,569	5
George R	\$10,514	6	Shane R	\$6,849	4	Alex P	\$5,535	5
Samuel E	\$10,173	7	Ayli J	\$6,761	3	Jenny G	\$5,513	4
Ashley B	\$9,857	10	Chris A	\$6,672	5	Josiah M	\$5,484	3
Daniel H	\$9,828	8	Stephen M	\$6,595	7	Leigha H	\$5,462	4
David F	\$9,433	7	Jacob B	\$6,424	6	Kayla E	\$5,442	13
Rachel P	\$9,354	8	Connor E	\$6,407	8	Mikal R	\$5,435	6
Steven C	\$9,239	8	Nicholas R	\$6,400	5	Coy D	\$5,331	6
Taylor A	\$9,147	10	Martin M	\$6,356	4	AJ R	\$5,304	4
Michael B	\$8,983	9	Justin C	\$6,314	7	Nick R	\$5,282	11
Brent D	\$8,882	13	Landon H	\$6,312	3	Chiquita E	\$5,222	6
Chaneece T	\$8,751	6	Cameron K	\$6,300	6	Jamie E	\$5,221	5
Nathan C	\$8,748	8	Jamir J	\$6,216	7	Ryan R	\$5,209	5
Shelly L	\$8,655	6	Anthony D	\$6,168	8	Deja T	\$5,208	4
Levi H	\$8,417	6	Tanner C	\$6,151	7	Xavier C	\$5,205	5
Matthew T	\$8,280	7	Alex T	\$6,138	5	Katie K-R	\$5,164	1
Justin B	\$8,225	9	Erica B	\$6,030	8	Myranda B	\$5,117	7
Jack M	\$8,220	6	Taylor C	\$5,979	4	Candice E	\$5,111	6
Beverley C	\$8,056	8	Muhammad A	\$5,975	3	Samer A	\$5,100	4
Maxwell Y	\$7,872	5	Joseph C	\$5,964	5	John K	\$5,049	3
Aliyah B	\$7,756	6	Alicia R	\$5,952	5	Louis B	\$5,031	2
Nick G	\$7,691	7	Lydia W	\$5,908	5	Will F	\$5,000	6
Marquise J	\$7,656	4	Ryan M	\$5,892	7	James A	\$4,982	8

LAST WEEK'S TOP PRODUCERS

AGENT	A/P	APPS	AGENT	A/P	APPS	AGENT	A/P	APPS
Jennifer S	\$4,905	6	Eric S	\$4,261	5	David B	\$3,774	4
Justin S	\$4,896	7	Bobby B	\$4,242	4	Christie S	\$3,771	4
Alexis C	\$4,876	3	Laura B	\$4,195	3	Teresa R	\$3,771	3
Bill E	\$4,785	5	Tyler G	\$4,179	5	James R	\$3,743	6
Sarah S	\$4,723	4	Sergio D	\$4,168	4	Shane W	\$3,732	2
Matthew B S	\$4,705	4	Jon T	\$4,160	2	Eugene M	\$3,732	2
Tatum T	\$4,691	3	Tonia B	\$4,148	4	Andrea W	\$3,731	4
Nelson C	\$4,673	3	Grace S	\$4,143	5	Cynthia G	\$3,725	4
Paige A	\$4,667	4	Roberto V	\$4,137	2	Gage B	\$3,723	4
Larry G	\$4,663	7	Rebekah H	\$4,123	7	Stephen D	\$3,687	4
Lora M	\$4,656	5	Jason M	\$4,101	4	Tanya F	\$3,685	2
Quentin S	\$4,644	1	Tracy S	\$4,095	5	Shayla K	\$3,636	2
Justin B	\$4,630	4	John C	\$4,089	4	Walter C	\$3,620	3
Ahmed S	\$4,627	4	John S	\$4,075	2	Jeremy Z	\$3,599	4
Cindy F	\$4,586	3	Jared P	\$4,074	6	Nichole B	\$3,597	2
Austin O	\$4,572	2	Chris H	\$4,062	6	Maureen B	\$3,579	4
Moe A	\$4,572	5	Matt O	\$4,036	1	Parker M	\$3,573	1
Taylor M	\$4,563	4	David F	\$4,024	2	Travis H	\$3,564	6
Matthew M	\$4,548	4	Semenya J	\$4,024	3	Simer B	\$3,556	6
Grady S	\$4,543	4	Jasmine C	\$4,022	4	Ashton H	\$3,554	5
Jake S	\$4,482	5	Adrienne N	\$4,003	3	Ineida A	\$3,552	3
Cam P	\$4,465	4	Owen M	\$3,953	4	LaDebra M	\$3,550	3
Alex H	\$4,463	5	Josh J	\$3,925	3	Evan K	\$3,547	3
Brittney P	\$4,454	7	Ethan G	\$3,920	7	Alexander S	\$3,545	4
Laura M	\$4,443	3	Brandon R	\$3,911	5	Tania Z	\$3,542	3
Angela E	\$4,409	5	Marquail A	\$3,904	8	Dima F	\$3,540	2
Solon S	\$4,395	5	Jim H	\$3,900	3	Brittany R	\$3,538	3
Kristofer H	\$4,385	7	Angel L	\$3,897	4	Brittany F	\$3,537	7
Brittany B	\$4,377	3	Smiley M	\$3,890	2	Nekairra A	\$3,537	4
Cody W	\$4,373	5	Darian G	\$3,889	4	Ryan S	\$3,498	7
Deborah H	\$4,310	5	Jorge H	\$3,887	4	Kayla K	\$3,494	4
Alex W	\$4,306	4	Peyton B	\$3,872	5	Brodrick H	\$3,493	1
Anna M	\$4,300	5	Rebekah S	\$3,853	4	Summer P	\$3,479	3
Brady C	\$4,267	10	Jack G	\$3,792	5	Leslie I	\$3,475	4

LAST WEEK'S TOP PRODUCERS

AGENT	A/P	APPS	AGENT	A/P	APPS	AGENT	A/P	APPS
Brook R	\$3,474	4	Brandon L	\$3,341	3	Leslie B	\$3,170	4
Courtney P	\$3,471	2	Jamir A	\$3,321	1	Jabril M	\$3,153	2
Korey T	\$3,471	5	Asia H	\$3,278	3	Jim T	\$3,153	4
Emilie H	\$3,463	4	Nick R	\$3,271	1	Karen B	\$3,126	2
Ryan B	\$3,457	4	Nicole R	\$3,259	4	Bradley S	\$3,125	2
Kathleen I	\$3,447	4	Lyric H	\$3,251	5	Ryan B	\$3,107	3
Samuel L J III	\$3,434	3	Kristi J	\$3,242	6	Chris W	\$3,091	5
Christopher "Alex" B	\$3,426	4	Kameron P	\$3,216	2	Kyle P	\$3,059	1
Joshua D	\$3,425	5	Antonio S	\$3,216	4	Brandon H	\$3,028	4
Barry Joe S	\$3,420	4	Sam P	\$3,215	6	Glenn B	\$3,025	7
James 'ATG' B	\$3,412	3	Melody C	\$3,206	5	Katie M	\$3,021	1
Storme C	\$3,388	5	Garrett H	\$3,202	3	Dylan A	\$3,008	4
Maranda P	\$3,370	4	Matthew W	\$3,188	3			
Kyle P	\$3,348	2	Robbie O'N	\$3,179	3			

NASB NATIONAL CONVENTION
FEBRUARY 24-25, 2025
ATHENS, GEORGIA

DAY 1 - MONDAY
8AM - REGISTRATION
9AM SESSION 1
LUNCH PROVIDED
DINNER ON YOUR OWN
8:30PM-12:00AM
NASB MARDI GRAS
AT GEORGIA THEATER
(CASUAL KICKOFF PARTY)

DAY 2 - TUESDAY
8AM - REGISTRATION
9AM SESSION 1
LUNCH PROVIDED
5PM CLOSING

SUNDAY, FEB 23RD REGISTRATION
WILL BE OPEN AT CLASSIC CENTER
IN LOBBY AT 12PM FOR ARRIVALS





with LBIG



2026 Agent Incentive Trip

The Royal Sonesta Kaua'i Resort Lihue – Hawaii | Trip Dates: June 8 - 13, 2026

Discover paradise at The Royal Sonesta Kaua'i Resort Lihue, where tropical excursions and a lush beachfront awaits you. This AAA Four-Diamond Rated hotel offers stunning ocean, garden, and pool views, and access to thrilling outdoor adventures. Indulge in lavish amenities including four on-site restaurants, beachside spa treatments, and the largest one-level pool in Hawaii. Enjoy all Hawaii has to offer when you qualify for Liberty Bankers Insurance Group's Agent Incentive Trip.

Qualification Period: January 1 – December 31, 2025

Credits Earned per One Dollar of Issued Annualized Premium:

- Annuity = 0.08 Credits
- Underwritten Medicare Supplement = 1.0 Credit
- Ordinary Life = 2.0 Credits
- Supplemental Health = 2.0 Credits

**CLICK HERE TO
VIEW THE FULL
FLYER
ONLINE!**

PRODUCER TYPE	CREDITS
AGENT	200,000
FMO	1,250,000
NMD	2,500,000

Relax and unwind in Hawaii when you travel BIG with LBIG!

LBIG-0125-PTB11

MOO

NEW AGENT TRAINING

AGENDA

1. Why Do Business with Mutual of Omaha
2. Simplified Issue Portfolio Overview
3. Living Promise Final Expense Deep Dive
4. UW Overview
5. SPA - Sales Profession Access
6. How to Submit an Eapp, Text Signature
7. What is Placement & Persistency
8. 4 Quarter Bonus Club



ALL ACTIVE MOO AGENTS are invited to the first call on the 30th.

Subsequent calls are meant for new agents.



Bi-Weekly:
Thursdays
at 10am EST
beginning
January 30th

HOSTED BY



Gwin Banks, MBA

Brokerage Sales Director
(770) 318-7401 cell
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Lynn Koupal

Account Executive, Brokerage Life Sales
Toll Free (800)693-6083 Ext 2383
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lynn.koupal@mutualofomaha.com

CLICK THE LINK BELOW OR SCAN THE QR CODE TO ACCESS THE TRAINING:

<https://meetings.ringcentral.com/j/1462930609>



ATTENTION NASB PARTNERS: NEW META ADVERTISING RESTRICTIONS!

Meta Targeting Update

Meta Changes in 2025

Rolling out in 2025, Meta (Facebook) is implementing targeting restrictions for specific Ad Categories. This includes :

- **Financial Products and Services Ad Category:** Ads relating to insurance and financial services will be required to adhere to specific certification requirements with Meta and limited targeting / specific restrictions.
- **Employment:** Recruitment/employment ads (i.e. agent recruitment) will be subject to specific restrictions.

All ad campaigns will need to be categorized accordingly, or risk ads being denied and/or the ad account being suspended.

Meta will require certification to run ads targeted in the insurance and financial services space, and implement restrictions on these advertisers

FACEBOOK     

 **Meta**

Meta Targeting Update

Targeting Limitations

In preparation for the implementation of the changes, ensure the following:

- Update all campaigns to include appropriate category
- If using customer lists, ensure they meet Meta's new requirements, specifically:
 - Targeting will not be used to make decisions about whether a consumer receives any financial product or service (including credit), insurance, employment, or a government license or benefit.
 - Audiences are not have not been created from data from a consumer reporting agency (i.e. sensitive data)
- Campaigns within these specific ad categories will be limited on targeting, including inability to target on the following:
 - Zip code, Age, Gender
 - Detailed demographic, behavior or interest options
 - Look alike targeting
- In addition to restrictions on targeting, advertisers in these categories will not be able to optimize campaigns based on maximizing conversion value. Advertisers will need to shift to other optimization types.

Meta will limit both targeting capabilities and optimization options for these campaigns