

# The WFG Difference

Business Platform & Compensation



A Transamerica Company



# The Traditional Agency



**1** Traditional agencies typically attract agents and initially make a spread on them.



**2** But, as those agents generate income, the amount of money that an agency receives can diminish through the renegotiation of contracts.



**3** Agents begin to part ways with the agency to form their own organizations, further decreasing the income that the agency receives and negatively impacting its recruiting efforts.



**4** Traditional agencies can eventually lose all agents, forcing them to start over.

# The WFG Difference



**1** Become a Senior Marketing Director (SMD), build a strong base and earn spread overrides.



**3** Your team grows with you. Help your associates advance to SMD - each of whom receive the same contract as you. Begin to open new outlets and markets.



**2** Develop key leaders in your organization.



**4** Your team can grow and contribute to your success.



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