



Why Join **WFG?**



More than 78,000 financial services professionals have chosen to build a business with WFG.^{1,2} Our proven business model empowers aspiring entrepreneurs to earn an income by making a difference in the lives of middle-income individuals and families across North America. WFG stands apart because of our track record and mission of serving people from all walks of life. Following are a few of the top reasons we may be the perfect opportunity for you.



Build a business for yourself, but not by yourself.

At WFG, you're surrounded by a supportive community of like-minded entrepreneurs. You'll receive mentoring from some of the most successful leaders in our industry, who stood where you are today and have built their own thriving businesses. Behind those leaders is a dedicated group of Home Office employees ready to help answer your questions and provide training that supports your leader's mentorship.



A robust suite of financial solutions at your fingertips.

WFG has strong partnerships with many of the most trusted financial services companies in the nation, all of whom must have an industry rating of A or higher with A.M. Best. With dozens of providers and hundreds of products available through our business platform, you can offer your clients the right solution for their needs and goals. Plus, our providers are always available to help you with case design and product training.



A proven system with a proven company. For more than 20 years, WFG has produced countless success stories. Our agents come from all walks of life and have former careers ranging from police officers and construction workers to engineers and attorneys. Our company also has the ownership and backing of Transamerica and Aegon, two financial services institutions with 100-plus-year history.



Scalable on your terms. As an independent agent with WFG, you determine how you run your business. Work when you want, whether part-time or full-time, from anywhere in the United States or Canada. You can also expand your business from the U.S. into Canada and vice versa.³



Compensation opportunities. Earn commissions by helping pair clients with the right solutions for their needs and earn a percentage of sales from mentoring a team who does the same. There are a variety of ways to earn an income with WFG whether you are just looking to supplement the income from your current job or fully replace your current salary.



Unforgettable experiences. We regularly host live events to connect our agents and celebrate their accomplishments. Compete for the chance to qualify for one of our business-building master classes from experts in the field or relaxing getaways. We also host our annual convention in Las Vegas where 30,000-plus agents and their guests come together to network and unite around our mission to help middle-income individuals and families.



The technology you need. Easily monitor the health of your business wherever you are with our suite of proprietary digital platforms. We provide tools to help track you and your team's production, attract new prospects, store important client information, identify the right products and more.



Low entry cost. Today you can join the WFG platform for an onboarding fee of \$125 in the U.S. and \$150 plus applicable taxes in Canada along with a few hundred dollars to study and sit for your insurance exam. There are no overhead costs, franchise fees, inventory to purchase or sales quotas to hit. Try us out for a minimal investment to see if it's right for you and, at worst, leave with improved financial literacy.



Leave a legacy. Through our Heritage Premier Program, you can create a lasting legacy that helps provide an income if you decide to retire or become unable to work. You also have the choice to have your business continue onward within your family or have its value paid to your estate.⁴

¹ WFG refers to World Financial Group Insurance Agency, LLC and its subsidiaries listed below (WFGIA) and World Financial Group Insurance Agency of Canada Inc. (WFGIAC)

² Per WFG Daily Report of life licensed agents as of May 30, 2024.

³ Expansion from one country into the other comes with certain limitations based on industry regulations.

⁴ Please refer to the Heritage Premier Program brochure for details on and requirements for the program.

World Financial Group Insurance Agency, LLC (In California, doing business as World Financial Insurance Agency, LLC), World Financial Group Insurance Agency of Hawaii, Inc., World Financial Group Insurance Agency of Massachusetts, Inc., and /or WFG Insurance Agency of Puerto Rico, Inc. (collectively WFGIA), offer insurance products.

World Financial Group Insurance Agency of Canada Inc. (WFGIAC), offers life insurance and segregated funds.

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