



# Safenet<sup>®</sup>

A Path to Protecting  
Families & Providing for  
the Next Generation

Safenet<sup>®</sup> is a beneficial solution for your community bank as you help customers with finding solutions provided through Life Insurance and Annuities.

Safenet can bring a peace of mind to your customer – and a better bottom line for your bank.

Wheatland Advisors' unique process, **The Fee Income Multiplier** will guide you to solutions that will create fee income, a quality customer experience, and help mitigate risk.

**The Fee Income Multiplier™** process introduces the strategic "how to become the resource for life insurance and annuities in the communities you serve."

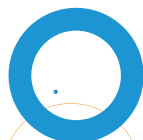
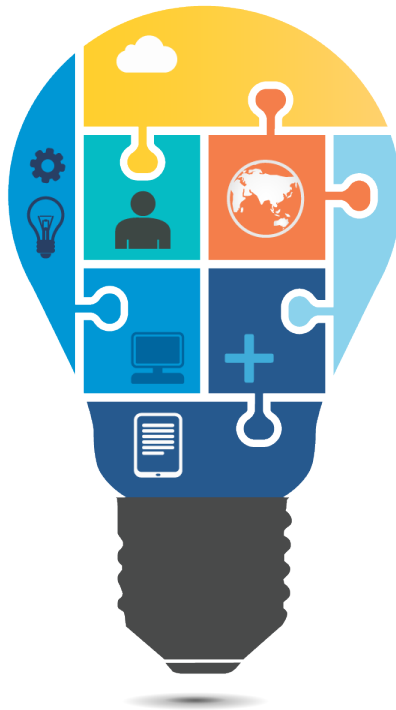
Through our collaborative approach and your *participation* in *The Fee Income Multiplier*, a unique 5-step value creation process, your financial institution will perform with confidence.



# DISCOVERY

Each financial institution possesses unique opportunities based on the markets they serve and the talents of your team members. This step will identify your unique opportunities and prioritize the best starting point.

Examples include specific cultures your market possess that you seek to serve, or loan underwriting experience developed over time, or key client relationships.



# INTEGRATION

We will build a cohesive team approach to serving your customers. Retail, Lending, Insurance Agency, Wealth Management, and Trust all can learn to listen for clues that may indicate a customer has a need related to life insurance.

## Mission

Protecting your customer and providing for the next generation



## Integration Channels

Retail

Lending

Insurance

Wealth Management

Trust



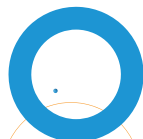
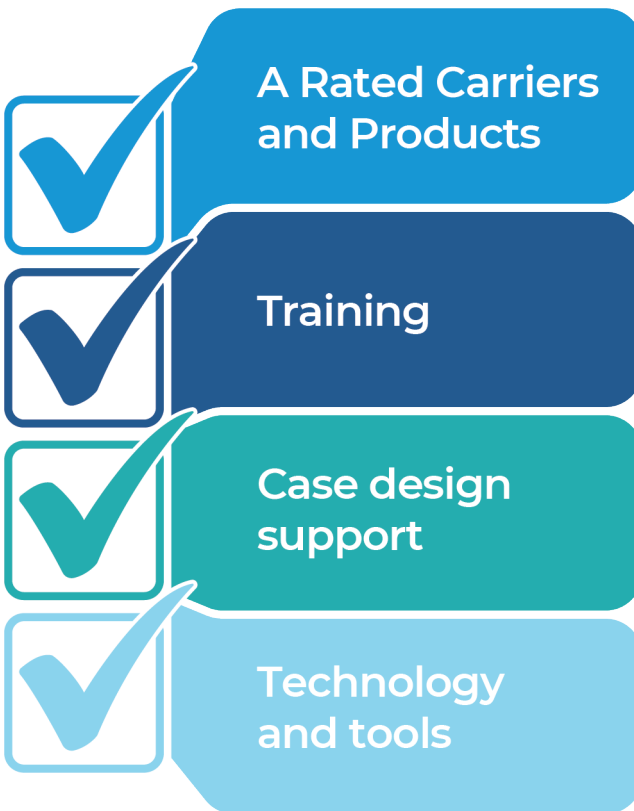
## Results

Referrals to Licensed Agents



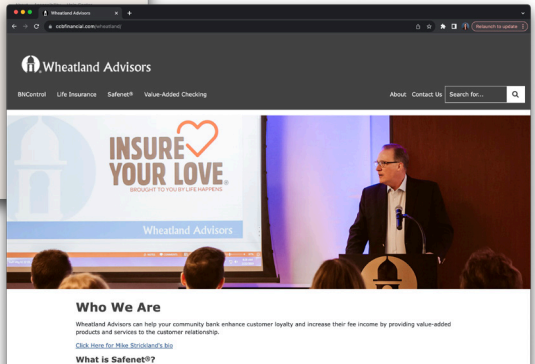
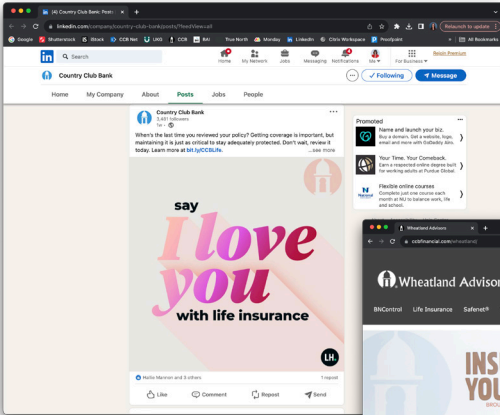
# EXCELLENCE

Ensure your standard of excellence is achieved through training, advisor and agent support and technology tools. This step will outline key items for implementation to ensure you deliver the very best service to your customers



# MARKETING


Connect your customer to your value-added services and create an awareness with your employees. Turnkey five-week social media campaigns, Bio Cards for your advisor or agent, introduce services, such as Policy Reviews.



Help protect your family for a better future with **Life Insurance**

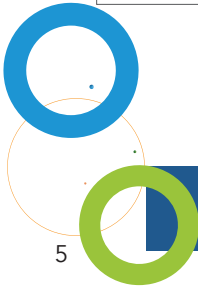

Not FDIC Insured, No Bank Guarantee, May Lose Value.

online. VIVE gives you access to multiple A Rated carriers for cost estimates and the ability to apply online.



[www.ccbfinancial.com/countryclubbank/personal/quote-and-protect](http://www.ccbfinancial.com/countryclubbank/personal/quote-and-protect)

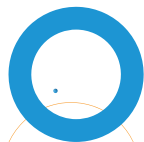
Interested in more information or ready to apply? Scan here!



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# PERFORM

A comprehensive approach to educating customers and bank staff about life insurance, with marketing and services designed to serve your community and help people with annuity and life insurance needs.



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# Safenet

Safenet is a platform that provides the elements necessary for a community bank to offer professional services and solutions to customers who have a need for life insurance or an annuity. The platform includes highly rated carriers with a broad spectrum of products. Training and support for licensed bank employees and advisors and the marketing strategies to promote these services to your customers.

Safenet was developed within Country Club Bank to serve our customers through our financial advisors and licensed agents. In 2015, Safenet began its journey to assist other community banks to help their customers in the communities they serve. The processes, strategies, training, and products have been piloted and tested.

Mike Strickland will bring you the experiences of learning from the best minds in the banking industry, a lifetime of sales and marketing knowledge and a passion to see community banks thrive and be a service to their communities.





As Senior Manager of Wheatland Advisors, Mike Strickland engages Community Banks who are seeking to do more for their customers and a desire for new sources of fee income.

With more than 30 years of experience in banking, insurance, and technology related fields, Mike Strickland currently serves as Senior Manager of Wheatland Advisors, a subsidiary of Country Club Bank, a \$2.1 billion community bank headquartered in Kansas City, MO.

Mike has had the pleasure to meet and work with some of the best bankers, learning what is important and critical to their success. He is able to apply those nuggets of knowledge every day to helping community bankers bring new services to their customers and additional revenue to the bottom line.

A past Board member of the American Bankers Association Insurance Council, Mike often hosts and speaks at bank functions and authors articles crafting strategies designed to increase service and fee income via customer experiences. Mike hosted a CEO Forum, gathering bank CEOs and life insurance executives to explore how the insurance industry can support community bank efforts to help protect their customers and provide for future generations. That same year, Wheatland Advisors received a Silver Award from the Kansas City Direct Marketing Association for an ongoing educational email campaign.

Wheatland Advisors developed the process, The Fee Income Multiplier to create specific plans centered around the unique characteristics of each community bank to bring new ways to serve a customer. Mike designed this process drawing from collaboration with community bankers and the experiences of organizing programs designed to incorporate each community bank's strengths and opportunity.

Previously, Mike was the President of Individual Assurance Company in Overland Park, Kansas, for two decades, which he led to become a major national provider of bank-offered loan insurance products.

Mike and his wife, Rita, have been married for 40 years, and are the proud parents of Crystal and grandparents of three grandchildren. The pair are active in their church and love to travel and spend time with their family.





**Mike Strickland**

Senior Manager

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## Wheatland Advisors

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