

# Career Opportunity Brochure

*You Weren't Built to Build Someone Else's Dreams.*

Discover a career where you protect families,  
build real wealth, and own your future.

*Built Different Financial Group*

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# The Opportunity

Most people spend their careers making someone else rich. They trade their time for a paycheck, hit a ceiling on what they can earn, and never truly own anything. If that sounds familiar, you are not alone. But it does not have to be your story.

At Built Different Financial Group, we help everyday people build something of their own. Our agents protect families with life insurance and financial solutions while earning competitive commissions, setting their own schedules, and building a business they can pass down to their children.

## What Makes Us Different

- **No income ceiling.** Your earnings are directly tied to your effort and results. Top agents earn six figures and beyond.
- **Fully vested from day one.** You own your book of business from the start. No waiting periods, no clawbacks on ownership.
- **Work from anywhere.** Meet clients over Zoom, by phone, or in person. You choose how and where you work.
- **Real training and mentorship.** We do not hand you a script and wish you luck. Our training program gives you the skills, tools, and confidence to succeed.
- **50+ top-rated carriers.** We are independent, which means we shop dozens of carriers to find the best fit for every client. More options means more sales.
- **Promotions based on production, not politics.** Your growth is in your hands. Hit your benchmarks and advance. Period.

*"I went from making \$45K at a desk job to earning over six figures in my first full year. I set my own hours and I actually love what I do."*

- Built Different Agent



## Who We Serve

We help families and individuals across the country with a full suite of financial protection products. As an agent with Built Different Financial Group, you will have access to solutions that cover every stage of life.

Product	Who It Helps
Term Life Insurance	Young families, homeowners, budget-conscious clients
Whole Life Insurance	Clients wanting permanent coverage with cash value
Indexed Universal Life (IUL)	Retirement planners seeking tax-advantaged growth
Mortgage Protection	Homeowners who want to protect their family's home
Final Expense	Seniors covering burial and end-of-life costs
Living Benefits	Anyone wanting access to benefits while still alive
Annuities	Clients seeking guaranteed retirement income
Medicare & Health	Seniors navigating Medicare enrollment and supplements
Retirement Solutions	Pre-retirees and retirees planning for the future

With this product lineup, you will never have to turn a client away. No matter their age, health, or budget, you will have a solution that fits.



# Your Career Path

This is not a dead-end job. It is a career with a clear path forward, and you decide how far you want to go. Every promotion is based on your production, not office politics or seniority.

## STAGE 1

### Agent

- Get licensed (we help you through the entire process)
- Learn the products, sales process, and client communication
- Start helping your first families get protected
- Fully vested commissions from day one

## STAGE 2

### Regional Sales Manager

- Increase your distribution and compensation levels
- Earn commissions and bonuses as you grow your client base
- Develop your personal brand and market presence
- Promotions based on production, not politics

## STAGE 3

### National Sales Director

- Recruit, train, and mentor new agents on your team
- Earn override income on your team's production
- Clear path to top compensation in the market
- Empower others to experience financial freedom

## STAGE 4



## **Executive Board Member**

- Top-level leadership in the organization
- Equity partnership opportunity
- Build a million-dollar business with the Lasting Mark growth model
- True financial freedom and a lasting legacy

**Your growth is limited only by your ambition. We provide the roadmap. You decide how fast you travel.**



# Training and Support

We do not believe in throwing new agents into the deep end. When you join Built Different Financial Group, you get a comprehensive training and support system designed to help you succeed from day one.

## What You Get

- **Pre-licensing support.** We guide you through the licensing process step by step. Many of our agents had zero insurance experience before joining.
- **Product training.** In-depth training on every product line so you can confidently recommend the right solution for every client.
- **Sales coaching.** Weekly coaching calls, role-playing sessions, and real-world scripts that work. Learn from agents who are actively selling every day.
- **Technology and tools.** CRM systems, quoting tools, lead management platforms, and marketing resources are all provided.
- **Lead programs.** Access to amazing lead partners so you always have families to help. We invest in your success.
- **Mentorship.** You are paired with an experienced mentor who has walked the path you are on. They are invested in your growth.

*"The training at Built Different was unlike anything I experienced at other agencies. They genuinely care about your development, not just your numbers."*

- Built Different Agent



# Our Culture

Built Different Financial Group is not just a company. It is a community of people who believe that work should mean something. We are driven by a simple idea: when you help enough families protect what matters most, you build a life that matters too.

## What We Believe

### **People over policies.**

We are in the business of changing lives, not just selling products. Every client interaction is an opportunity to make a real difference.

### **Ownership over employment.**

You are not an employee here. You are a business owner. We give you the tools, training, and freedom to build something that is truly yours.

### **Growth over comfort.**

We push each other to be better. Comfort zones do not build legacies. We celebrate progress and support each other through challenges.

### **Transparency over hype.**

We will not promise you easy money or overnight success. This career takes work. But for those willing to put in the effort, the rewards are life-changing.

### **Family first.**

We got into this business so we could be present for our families. Flexible schedules, remote work, and a culture that respects your time outside of work.

## Our Partnership

Built Different Financial Group operates under Lasting Mark, a national insurance marketing organization (IMO) that provides our agents with top-tier contracts, advanced training



platforms, and a proven growth model. This partnership gives you access to resources and carrier relationships that most independent agents cannot get on their own.



# Is This Career Right for You?

This opportunity is not for everyone, and that is okay. Here is how to know if this might be the right fit.

## This Could Be for You If...

- You are tired of trading time for money and want to control your income
- You care about helping people and want work that feels meaningful
- You are coachable, self-motivated, and willing to learn something new
- You want flexibility to work around your family and life priorities
- You have an entrepreneurial mindset and want to build something of your own
- You are looking for a career change but do not know where to start

## Common Questions

### **Q: Do I need insurance experience?**

A: No. Most of our top agents came from completely different industries. Teachers, military veterans, nurses, retail managers, and stay-at-home parents have all found success here.

### **Q: How much does it cost to get started?**


A: Like any business, there are startup costs. You will need to get your state insurance license, which typically costs between \$100 and \$300 depending on your state. You should also budget for E&O; insurance, background checks, and basic business tools. We are transparent about what it takes because we want you to start on solid footing.

### **Q: Is this a W-2 job or 1099?**

A: This is a 1099 independent contractor position. You are building your own business with our support, training, and infrastructure.

### **Q: How soon can I start earning?**





A: Many agents close their first sale within the first two weeks of getting licensed. Your income ramp depends on your effort and how quickly you apply the training.

**Q: What if I have a full-time job?**

A: Many agents start part-time while keeping their current job. The flexible schedule makes it possible to build this alongside other commitments.



# Your Next Steps

Ready to explore this opportunity? Here is how to get started.

## **Step 1: Apply online.**

Visit [www.bulldifferentfinancialgroup.com/careers](http://www.bulldifferentfinancialgroup.com/careers) and fill out a short application. It takes less than two minutes.

## **Step 2: Schedule a conversation.**

One of our team leaders will reach out to schedule a casual conversation over Zoom or phone. No pressure, no hard sell. Just an honest look at whether this is the right fit for both of us.

## **Step 3: Get licensed.**

If we are a good match, we will walk you through the licensing process step by step. Most people complete it within two to four weeks.

## **Step 4: Start training.**

Once licensed, you will enter our training program and start learning the products, the sales process, and how to help your first families.

## **Step 5: Help families and get paid.**

Start meeting with clients, writing policies, and earning commissions. Your mentor will be with you every step of the way.

**Your future is waiting. Take the first step today.**

**Built Different Financial Group**



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