

Making a difference.

Serving the South Asian Community.



Creating a legacy for generations.

A world of possibilities.

The South Asian community is one of the largest and longest established, accounting for approximately 20% of Asian Americans according to the 2010 U.S. Census. It is also one of the fastest growing population in the United States, thanks to continued immigration from India which accounts for 80% of South Asian arrivals¹.

As a New York Life financial professional and as a part of the South Asian Market team, you will have many exciting opportunities to help you achieve your professional goals while helping to improve the lives of South Asian families and businesses for generations to come.

¹"Demographic Snapshot of South Asians in the United States", www.SAALT.org, April 2019.

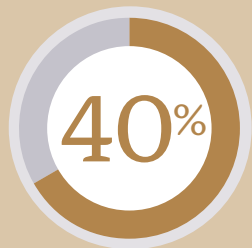


We're in it together. At New York Life, we have a long history of hiring, training and developing successful agents and managers. As a part of the South Asian Market team, you will always have the support you need; providing the products and services that are critical to help protect the dreams and financial futures of South Asian families in your community.

This is the opportunity to make a difference. Become a leader in your community and support the financial, educational and small business needs of the South Asian Market.



**South Asians
in the USA¹**



**growth among U.S.
South-Asian population
between 2010-2017¹**

Financial Priorities²



American dream²



Your expertise empowering your community.

You know what matters most

You understand the dreams and aspirations of South Asian families and businesses in your community, and how important it is to help them live better, more secure and prosperous lives.

You are a trust-worthy neighbor

You are active and visible in the community you serve. You share the same interests as your neighbors and you are committed to seeing their quality of life improve.

You understand the needs of your community

You provide your clients with peace of mind in a unique way. You understand the views, traditions and cultural expressions that are valued by the South Asian community.

Partners in your success.

As part of our team of South Asian Market Agents, you won't be alone in serving the South Asian community. You can count on our full support to provide you with the necessary tools and resources that will help you succeed in your career.

Marketing resources

- Custom Ads through the unique online tool of Marketing Portal helps you build your brand in the communities you serve.
- Targeted and timely social* and email content help enhance your practice and nurture your connections.

Training & development

- Training curriculum online and offline.
- Skill builders, coaching and role-plays with dedicated professional staff.
- Exclusive conferences, study groups, incentive campaigns and recognition programs where you can learn from your peers and industry experts.
- Career path training and support for managerial, sales, and corporate positions.

Prospecting support

- Local sponsorship event support for lead generation and brand awareness.
- Workshops and seminars designed with approved concepts to ideate new business growth.
- Client appreciation events to nurture and grow your business.

Community involvement

- Support of local organizations and their events help build bridges to the community.
- Opportunity to give back to your community through the New York Life Foundation's charitable initiatives.

All offering documents (contracts, policies, illustration, etc) will be provided in English only. To learn more about what New York Life can do for your career, please visit www.newyorklife.com/southasian

¹ "Demographic Snapshot of South Asians in the United States", www.SAALT.org, April 2019.

² "State of the American Family" a study by MassMutual, 2018.

*Only agents with a New York Life approved Hearsay profile can use social media for business purposes. Only LinkedIn, Twitter and Facebook are allowed.

New York Life Insurance Company

51 Madison Avenue
New York, NY 10010

www.newyorklife.com/southasian

New York Life is an Equal Opportunity Employer – M/F/
Veteran/Disability/Sexual Orientation/Gender Identity

AR07750.082015 SMRU1868060 (Exp.08.31.2022)

©2020, New York Life Insurance Company. All rights reserved. NEW YORK
LIFE, and the NEW YORK LIFE Box Logo are trademarks of New York Life
Insurance Company.

