



IMSA

Insurance Marketplace Standards Association.

OUR COMMITMENT TO ETHICAL INSURANCE PRACTICES.

THE IMSA MISSION

To strengthen trust and confidence in the life insurance industry by requiring member companies to demonstrate commitment to high, ethical marketplace standards.

IMSA stands for Insurance Marketplace Standards Association, but for the millions of Americans who buy insurance products from IMSA member companies it spells something more: **CONFIDENCE.**

IMSA is a voluntary membership organization leading the insurance industry in promoting high ethical standards in the sale of individual life insurance, long-term care insurance and annuity products. Through its Principles and Code of Ethical Market Conduct, IMSA encourages its member companies to develop and implement policies and procedures to promote sound market practices.

Insurers who have earned IMSA membership have been subject to rigorous assessments to meet IMSA's principles and code.

THE ISC COMMITMENT

ISC is committed to the mission and objectives of IMSA. With our expertise, we will examine and review your compliance procedures and assist you in developing strategies to comply with legal or regulatory requirements and industry developments.

- **IMSA INDEPENDENT ASSESSMENTS AND SELF-ASSESSMENTS**
- **IMSA (INSURANCE MARKETPLACE STANDARDS ASSOCIATION) - QUALIFIED INDEPENDENT ASSESSORS (QIA'S) AND ASSOCIATE ASSESSORS (AA'S) WITH REGULATORY AND ACTUARIAL BACKGROUNDS PERFORM INDEPENDENT IMSA ASSESSMENTS**

"TO EDUCATE A MAN IN MIND

AND NOT IN MORALS IS TO

EDUCATE A MENACE TO

SOCIETY!"

- Theodore Roosevelt

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Founding Member of **THE ACTUARIAL ALLIANCE**

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