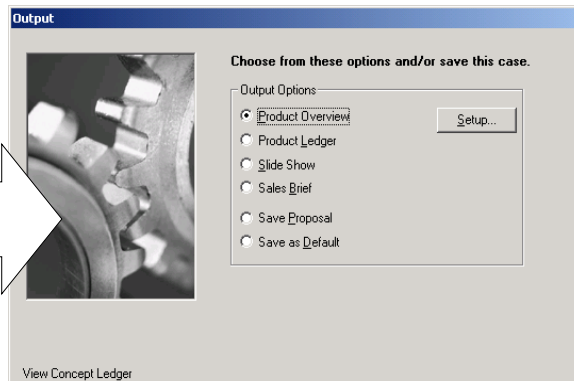
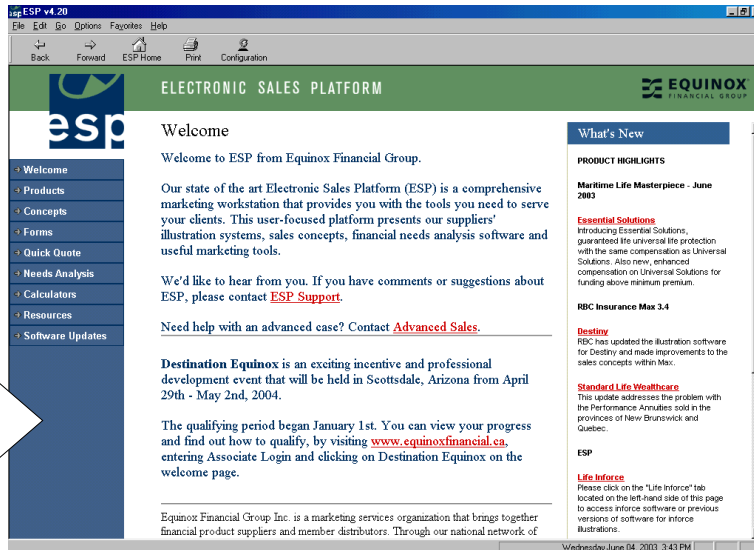


# Take ESP for a test drive and see for yourself

ESP (Electronic Sales Platform) is a comprehensive software system designed for financial advisors that provides you with the tools you need to serve your clients. This user-focused platform presents the illustration systems of Equinox Supplier companies, as well as sales concepts, needs analysis software and valuable marketing information.

ESP software gives you access to a wealth of product and marketing information.



Equinox sales concepts were developed with the assistance of some of our best producers and demonstrate how to apply our products to business situations.

Universal Life Product Portfolio													
<b>Product Features</b>	<b>Universal Life</b>												
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## ESP keeps getting better!

- We constantly work to streamline our software and to make it function even more intuitively.
- The Quick Quote tab provides 'at-a-glance' comparisons of products from our Supplier Company Partners, including Universal Life, Term and Critical Illness – *a very unique feature in the industry!*
- The Financial Needs Analysis package features Survivor, Living Benefits and Retirement analysis components.
- Product updates from our Supplier Company Partners are incorporated as they become available.
- Sales Concepts are developed as new ideas and applications emerge.
- ESP CD's are distributed to Equinox Associates 4-5 times per year, and are also supplemented by periodic internet-based updates.

FEATURE	FUNCTION
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<b>ESP Welcome</b>	This is the starting point of the platform, giving you fast and easy access to every feature and highlights of 'What's New' on ESP.
<b>Products</b>	Access to the illustration systems for all products offered through Equinox. Products can be viewed by Supplier company or by line of business.
<b>Concepts</b>	Wealth management solutions cover financial and estate planning needs that can be used to illustrate tax effective strategies for your clients.
<b>Forms</b>	A collection of the most commonly used forms from Equinox and our Supplier companies, which can be printed as needed.
<b>Quick Quote</b>	'At-a-glance' comparison of the products of our Supplier companies, including product features and premium rates.
<b>Needs Analysis</b>	Profilers and FactFinders to assist you in determining your clients' needs. Complete the information on screen or on paper, and generate a detailed, professional report.
<b>Calculators</b>	A group of calculation tools designed to make your job easier.
<b>Resource</b>	Information about government benefits, taxation, Equinox and our Supplier companies, including commissions and underwriting manuals, with online links to pertinent web sites.