Online Marketing Resources

Agent Gateway Website Login
To login, enter your Agent Code (sent to you by email upon your activation as an agent) and the password you created upon account registration. If you need login assistance, call Sales Support.

Current Rates, Renewal Rates and State Approvals
Your most up-to-date source for rates and approvals is the Agent Gateway. Click on the Products link in the navigation bar. Renewal rates are posted on the 25th for the following month.

Marketing Materials
Printed client brochures, agent guides and other marketing-support materials can be ordered online. Click the Forms and Supplies link in the navigation bar. If you have an immediate need, you can download PDFs of all EquiTrust materials to your local printer.

Print Ads, Mailers and Flyers
Spread the word in your community about EquiTrust products. A variety of pre-approved print ads, mailers and flyers are available at the Advertising link in the navigation bar. Just download and send to your local publication or printer to begin your prospecting program.

Illustrations
Personalize a product illustration for your clients for all annuity products. Click on the Sales Tools link in the navigation bar. Illustrations can be saved for convenient record-keeping.

AppBuilder
Customize your application-form packets by product, or by state. Click the Forms and Supplies link in the navigation bar. You'll see which forms are required in all cases, and which are subject to certain circumstances. AppBuilder forms are always up to date. Click on the forms you want, scroll to the bottom and click "Build App Packet." Then, print the forms and you're off.

E-Applications
Simplify and speed-up the application process, avoid entering redundant information, and minimize errors… with E-Applications. Click on the Forms and Supplies link in the navigation bar. Login is required. From the E-App page, you can build a new application packet, view and manage applications already in progress, and set up your screen-view preferences.

Your Agent Contract and Commission Schedule
The Agent Resource Center (under Sales Tool link in the navigation bar) provides access to your Agent Contract and Commission Schedule*, as well as other sales resources.

Pending and Active Business
The My Business quadrant on the Agent Gateway home page provides access to pending/active business, year-end values, client statements/correspondence, and recent business activity.

EquiTrust News
The Marketing & Administration quadrant on the Agent Gateway home page provides your most up-to-date resource for current news and updates on annuities.

Best Practices
A variety of informative resources for proper business practices are available at the Compliance and Suitability link in the navigation bar.

Agent App
Access new and active business, commissions and product information on your mobile device. In your AppStore, search for "EquiTrust Agent App." Install for free. Once opened, enter your EquiTrust Agent Gateway user name and password. To receive real-time alerts regarding your business, be sure to enable notifications when you install the Agent App.

*If you're signed up for daily commissions through automatic payment to your account, printed statements will not be mailed, and commission information will be available online only. If you share your login with office assistants and wish to keep your commission information secure, you should create an assistant account. After login, click on "Profile."

Products underwritten and issued by EquiTrust Life Insurance Company, West Des Moines, Iowa. Products distributed by EquiTrust Insurance Marketing Services; in California doing business as EQT Insurance Marketing Services.

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