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## **iPipeline announces annuity distribution partnership**

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By Editorial Staff    *Thu, Sep 13, 2018*

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*Under the alliance, BCS Insurance Agency will offer fixed and indexed annuities through Four Seasons Financial Group using iPipeline's 'SimplyAnnuity' tool.*

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iPipeline, a provider of cloud-based software solutions for the life insurance and financial services industry, announced that its SimplyAnnuity tool, powered by the AFFIRM for Annuities order entry module, will be used by BCS Insurance Agency (BCSIA) to offer fixed and fixed indexed annuity products through Four Seasons Financial Group.

AFFIRM for Annuities is a compliance and order management system designed to integrate a carrier's product rules with a distributor's compliance processing requirements (customized workflows and suitability reviews) to generate transactions that are "in good order." Compliant annuity applications are electronically submitted to carriers for processing after successfully passing all supervisory reviews.

"Our partners have traditionally sold health insurance products, [but we decided to] automate the process using SimplyAnnuity and offer fixed and fixed indexed annuities to our partners," said Dave Burghard, President, BCSIA, in a release.

"We are now marketing to insurers to strategically expand their product offerings of life insurance and annuity products, automate the selling and buying process, and grow their revenue," said Jim Sorebo, CEO, Four Seasons Financial. "Given the right tools and support, there is a huge, untapped opportunity to sell these simple annuity products.

BCS Insurance Agency (BCSIA) is a wholly owned subsidiary of BCS Financial Corporation (BCS). BCS has insurance licenses in all 50 states and is rated A- (Excellent) by A.M. Best.

Four Seasons Financial Group Inc. is a national wholesale provider of insurance and investments products and the technology solutions to streamline selling and buying processes to the institutional markets. FSFG works with over 250 banks and broker-dealers and over 5,000 financial advisors.

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