



As the leading eLearning platform for expert Social Security education and training, **Registered Social Security Analysts (RSSA)** partners with financial professionals including accountants, financial planners, retirement specialists, health insurance professionals and more.

This is a unique value proposition for your clients as Social Security advisory is a specialized and in demand service to offer.

Nearly all of your clients will qualify for benefits. However, the rules are very complex, and the vast majority of claimants (96%) do not maximize their benefits.

Professionals who specialize in a niche offering such as Social Security advisory find success by differentiating themselves from competitors, increasing profits, and delivering a valuable service to clients.

Differentiate yourself and your business

Increase your competitive advantage in the marketplace

- ***Diversify your practice with little or no capital investment***
- ***Strengthen current client relationships***
- ***Enhance existing relationships and foster loyalty***
- ***Remain in control of your client relationships***
- ***Attract new clients***
- ***Acquire new clients and generate referrals***
- ***Build a trustworthy reputation as the go-to advisor***
- ***Expand and scale your business***
- ***Generate new revenue streams***
- ***Create billable service or increase your assets under management***
- ***Create a bridge to retirement planning***
- ***Natural connection between Social Security and retirement***
- ***Open the door to more comprehensive planning***

Your clients will thank you for being a trusted Social Security expert.

As 10,000 baby boomers are reaching Social Security eligibility each day, for you to be able to appropriately advise them you'll need expertise in Social Security to complement your advocacy work for your clients. By completing the RSSA Social Security educational program, you'll be well positioned to help your existing and prospective clients with their Social Security planning needs.

With RSSA's proven training methods, you can soon be an invaluable resource to your clients and community.

Visit our page for more information:
<https://rssa.com/californiabroker/>



GET MORE LEADS

California Broker has partnered with Registered Social Security Analyst (RSSA)
to bring a lead generating program to you

Social Security education works to attract new prospects

- ✓ Medicare is a competitive field;
- ✓ Social Security is a hot topic and education and more solutions is the *NEW* answer

With the **Registered Social Security Analysts (RSSA)** program certificate,

Learn more about how you can meet more;

- ① Medicare prospects,
- ② more annuity prospects,
- ③ more long-term care prospects,
- ④ more life insurance prospects.

YOU Can Be the Expert on both Social Security and Medicare planning.

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