YOUR ONE-STOP SHOP FOR A BETTER MEMBER EXPERIENCE

Consumer behavior is changing rapidly across all demographics. Faster, simpler and more convenient services are in high demand, and consumer attention is increasingly hard to get. So how do you keep up? TruStage® helps by offering a full suite of innovative insurance products that’s integrated with your core business, creating a better experience for your members.

U.S. adults now spend an average of 12 HOURS PER DAY consuming media across multiple devices.¹

The average consumer attention span is only 8 SECONDS, and they’re exposed to 10,000 BRANDS EACH DAY.²

FinTech start-ups and nontraditional financial providers are vying heavily for consumer attention. But with the right program, your credit union will not only stand out—you’ll grow your business as well.
At **TruStage**, we continually invest in innovative solutions designed to make the insurance buying process fast, simple and convenient. The result? A consistently positive experience for your members.

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**Comprehensive protection**

- **Auto**
- **Home**
- **Life**
- **AD&D**
- **Health**

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**Responding to consumer demands**

- Effective multimedia marketing
- Expansive multichannel reach
- Knowledgeable guidance
- Easy-to-understand coverage
- Fast claim payment

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**With the TruStage Insurance Program, your members get the protection they need and the financial stability they deserve. Today, over 20 million consumers rely on TruStage Insurance to protect their loved ones.**

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**Learn more at** [www.cunamutual.com/TruStage](http://www.cunamutual.com/TruStage) **or contact your CUNA Mutual Group sales executive at 800.356.2644.**

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3 TruStage Policyholder Analysis, October 2018.

TruStage® Insurance products and programs are made available through TruStage Insurance Agency, LLC, and issued by CMFG Life Insurance Company and other leading insurance companies. CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates.

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