



Nationwide[®]
is on your side

Land As Your Legacy[®]

Offer your clients transition planning for their family business



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Nationwide's Land As Your Legacy[®] program

Your farming and ranching clients devote a significant part of their lives to their family business. One day, this will be the legacy they pass on to the next generation. Nationwide developed the Land As Your Legacy program to help agribusiness owners make critical decisions that can secure their farms as family property that can live on for generations to come. The need for legacy protection provides you with an opportunity to serve an important role in your farming and ranching communities, and Nationwide's Land As Your Legacy team is here to help.

The five key elements of a carefully designed transition plan

SUCCESSION PLANNING — Creating the path to successfully pass the business to the next generation

BUSINESS PLANNING — Ensuring profitability now and in the future

RISK MANAGEMENT — Identifying and preparing for risks to the farm operation

FINANCIAL INDEPENDENCE — Creating financial independence from the farm so that the next generation can start receiving income from the operation while the senior operator keeps serving as a mentor

ESTATE PLANNING — Getting the documents in place to create an orderly distribution of assets upon death and to settle any liabilities due at that time in a manner consistent with the wishes of the deceased

Gain access to flexible underwriting, credentialed specialists and more

Our program is available to advisors who are passionate about the agricultural community and who are committed to successfully transitioning farms to the next generation. Your farming and ranching clients will gain access to flexible underwriting guidelines that apply only to individuals in their uniquely important occupation.

Nationwide helps advisors in the Land As Your Legacy program achieve success through four key offerings: our strong brand, diverse suite of protection-focused products, access to partners seeking support and case consultation to navigate any transition-planning challenges.

Brand

High brand recognition and trust within the agricultural community

Products

Competitive, diverse portfolio of insurance and financial services products



Relationships

Trusted connections with influencers and gatekeepers, such as farm bureaus and farm credit groups

Case consultation

Seminar support, professional consultation and case development from our Advanced Consulting Group

Become a part of the Land As Your Legacy program

We're looking for advisors who have the greatest potential for helping farmers and ranchers manage their unique transition planning needs. If you have a solid farming and ranching client base and a strong reputation in your community, you may be a good fit for the program. We're looking for some specific qualifications:

- A five-year track record of success in the financial services industry
- An estate planning mindset
- Professionally acquired designations, such as CFP®, CLU® and ChFC®
- Appropriate FINRA licenses and registrations

Opportunity awaits

Despite an aging population of producers working to prepare their next generation to take over, few family farms have a formal transition plan in place.



Today, there are over **2 million** family farms across the U.S.¹



Our nation's farmers are aging, averaging **57.5 years** old.



Only 29% of family farms have transition plans in place.²

¹ "2017 Census of Agriculture," U.S. Department of Agriculture (April 2019).

² "U.S. Farm Succession Plans and the Process of Transferring Land Ownership," J. Michael Harris and Ashok K. Mishra, Agricultural & Applied Economics Association Annual Meeting (2016).

Nationwide's commitment to the agricultural community

For more than 90 years, individuals working in agriculture across the country have trusted Nationwide to help manage risks. It's how we've become America's #1 farm insurer.³

Founded by farmers, for farmers, our continued commitment to the ag community runs deep.

FARMING IS IN OUR ROOTS

#1
farm insurer³
in the nation



More than half
of Nationwide's
board members
are active farmers⁴



The **exclusive**
property/casualty insurer
for nine state farm bureaus:
CA, CT, DE, MD, NY, OH, PA,
VT and WV⁵

³ By direct written premium, AM Best (2018).

⁴ <https://www.nationwide.com/about-us/directors.jsp>.

⁵ Nationwide agribusiness statistics.

Join us in serving our farming communities



If you or an established business partner have the qualifications to be a part of the Land As Your Legacy network, please contact our team at LAYL@nationwide.com or call 614-677-7822.



Nationwide[®]
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ML 15-001823

LAM-2129AO.7 (04/20)