

WFG Direct

Your Direct Sales Opportunity





Who We Are

WFG's goal is to be the platform of choice for the independent business owner, enabling them to build a business with a focus on family protection, asset accumulation and wealth preservation.

WFG, which has been in business nearly 20 years, offers a platform for entrepreneurs to build a financial services business as a life licensed agent services with World Financial Group Insurance Agency, LLC or as a securities registered representative with Transamerica Financial Advisors, Inc. (TFA).

Additionally, we now have a platform for non-licensed individuals to build a direct sales business to help people feel secure and confident in their futures.

WFG Direct

Individuals can build a direct sales business through WFG Direct without a license, letting them:

- Offer products and services from well-known providers
- Access proprietary WFG marketing resources and technology
- Give families the opportunity to protect what matters to them through home automation and security, education planning and more



How to Join **WFG Direct**

WFG Direct is open to anyone you know who is a resident of California that wants to build a direct sales business. To join, simply follow these steps:

- Visit registration.wfglaunch.com to register
- Pay a \$125 enrollment fee*

Once approved, you will receive a WFG code number and gain access to the WFG Direct portal on MyWFG.com.

The WFG Business Platform

There are three business opportunities available on the WFG platform.

WFG Direct - Build a business selling a variety of products and services that can help protect individuals and families.

World Financial Group Insurance Agency, LLC - Build a financial services business as a life licensed agent.

Transamerica Financial Advisors, Inc. - Build a securities business as registered representative and, if you so choose, become an Investment Advisor Representative.

*A background check will be initiated after you've registered and submitted payment for the fee.






Why Join WFG Direct

At WFG Direct, you can build a business while helping others better their lives and own their futures. Plus, with WFG Direct, you are:

- Your own boss
- In charge of your future – both professionally and financially
- Able to set your own schedule – you determine the hours you work and the time you spend with friends and family
- Free to expand your business through the other opportunities available through the WFG business platform

WFG Direct:
Your opportunity to
help families.

A large green triangle pointing upwards, located at the bottom of the page, serving as a decorative element.

WFGDirect.com

World Financial Group, Inc. (WFG) is a financial marketing company that provides access to a direct sales marketing platform (WFG Direct).

Headquarters: 11315 Johns Creek Parkway, Suite 100,
Johns Creek, GA 30097-1517. Phone: 770.453.9300.

©2020-2021 Transamerica Corporation
WFGD10003R2/11.21

