



What is FirstInsure?

FirstInsure is a digital-first platform built to simplify the insurance experience for today's consumer. Whether you're exploring coverage for the first time or reviewing your existing needs, **FirstInsure** helps remove the guesswork.

We bring clarity to complexity—making it easier to understand your insurance options and confidently move forward.

Key Features:

- Consumer-focused education & engagement
- Access to national and regional carrier options
- Tools that simplify comparison and decision-making
- Integrated with TAC Services' Explore & Enroll Platform for a seamless experience

CONTACT US

TAC Services offers education, products, business and insurance solutions.

TAC Services

1661 Van Dorn Street
Lincoln, Nebraska
68502
United States

P. 402.327.1150, F. 531.739.3019
Toll Free 877.977.7026

W | www.firstinsure.us
E | info@tacservices.us

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“Before you do anything else...”





Why FirstInsure?

Because confidence starts with understanding.

Consumers today need more than sales—they need guidance. **FirstInsure** delivers just that. By combining **independent insights, structured content, and direct access to licensed agents and advisors**, it ensures consumers stay informed and in control.

How It Works:

1. **Explore** coverage types and topics at your pace
2. **Compare** plans from trusted carriers
3. **Connect** with professional agents and advisors when ready

Backed by TAC Services' national ecosystem and aligned with the Explore & Enroll Platform, **FirstInsure** provides an intuitive user experience that encourages action—whether that's completing an eApp, scheduling a call, or simply learning more.

Explore & Enroll, Powered by Purpose

FirstInsure complements the **Explore & Enroll Platform**, offering an independent portal for visitors who may not yet be ready to engage with a specific agent advisor.

Through this standalone experience, **FirstInsure** helps consumers:

- Learn about key insurance subjects
- Preview options without pressure
- Transition to agent advisor-guided support when desired

For those not already working with an agent advisor or who prefer a more self-directed path, **FirstInsure** serves as the intelligent starting point.

“Before you do anything else...”

FirstInsure

Who Benefits from **FirstInsure**?

- **Consumers** seeking clarity and control
- **Agents & Advisors** working to provide accurate solutions for consumers needing help
- **Carriers** looking to properly educate qualified prospects

FirstInsure acts as a digital bridge—helping users go from confusion to confidence, and from interest to informed enrollment.

Need help finding coverage?

Explore with purpose.

Compare with confidence.

*“Before you do anything else...**FirstInsure**.”*

Agent and advisor products, services, and solutions for clients are accessible through TAC Services' company ecosystem platform(s) and **Affiliate Structure***.

For more information about the **Hybrid Agent Advisor Model (HAAM)** or **Affiliate Structure***, visit the following link and webpage:

www.tacservices.us/hybrid-agent-advisor-haam

** Notice: An agent's or advisor's participation in the **Affiliate Structure** by subscription, does not establish a contractual relationship, employment agreement, or direct affiliation with TAC Services as a contracted insurance or financial producer. To summarize, **HAAM Affiliates** remain responsible for their own licensing, regulatory compliance, client interactions, and business operations.*