



***NICOL University
(NIC-U)
Handbook***

“A Goal Oriented System of Accountability!”

Revised August 16, 2009

**#1 Executive Park, P. O. Box 907, Granite City, IL 62040-0907
(618)931-3267 or (314)355-TERM Toll Free: (888)GO NICOL Fax: (618)797-3239**

www.nicolinvestors.com or www.nic-u.com

Associates of Nicol Financial Services are registered representatives of and offer securities through:
Nicol Investors Corporation (NIC), Member FINRA and SIPC; and/or
Investment Advisor Representatives of Nicol Advisors Corporation (NAC); and/or
Insurance Producers of Kevin G. Nicol & Associates, Inc.
Kevin G. Nicol & Associates, Inc.; NIC; and NAC are subsidiaries of Nicol Enterprises, Inc. (NEI)
NEI, Nicol Financial Services, and Nicol Properties are all separate business entities.

NICOL University Handbook

Welcome to NIC-U. As part of our commitment to ongoing education and state-of-the-art support to our Associates, the Executive Committee (EC) of Nicol Enterprises, Inc. feels we have created one of the most unique and comprehensive training resource tools in our industry. As an ongoing project, the school will be in a constant state of update. There are several basic parts to the NICOL educational/training system:

- I. **Pre-licensing** – Under the “Opportunity” page link, a recruiting prospect can find orientation videos describing NICOL’s Opportunity, Mission, Dream, Administration and Organization, and Philosophy. An Associate Guide along with licensing paperwork and supplemental information can also be downloaded.
 1. **“TEST WORLD”** – If a “Newbee” is not currently licensed, Nicol Financial Services (NFS) provides complete test preparation for insurance, securities, and mortgage registration through a combination of classroom and self-study.
 2. **REGISTRATION** – NICOL home office administration will assist all new Associates through the registration process.
- II. **REAL WORLD** – “Real World” training is divided into five parts:
 1. **NIC-U (On-line)** – Under a secured sight (ID and password will be issued upon licensing commitment), all supplements including forms and presentations can be downloaded. Also, a progressive curriculum has been established (contained within) and seven Colleges have been created.
 2. **In-Field Training** – Like learning how to swim, many aspects of this business cannot be learned out of classroom or textbook. Proven veterans (General Agency) are not required to split sales or “in-field” train unless they feel the need, but newly licensed Agency Associates are required to follow the NIC-U curriculum.
 3. **Monday Morning Meetings** – For those available, the Home Office will provide ongoing training and communication on Monday Mornings generally at 10:30AM. Primary purposes are to share and dissect cases, communicate, and motivate. Regionally, each OSJ/Branch is encouraged to do the same.
 4. **Monthly Associate Meetings** – For ongoing communication, education, building, and training, the Home Office will schedule full Associate Meetings generally for the second Monday of each month (subject to change for holiday and other potential conflicts). We will eat at 5PM and meet at 7PM. Each meeting will be scheduled to contain:
 - a. **Special Guests** – Timely updates and continued advanced education with wholesalers and other professionals
 - b. **Review** – Role playing and/or presentation using basic training
 - c. **Communication & Compliance Updates** – Agency announcements and timely compliance updates
 - d. **Testimonials** – Case studies of how we “MAKE A DIFFERENCE!”
 - e. **Challenge & Goal Setting**
 5. **NICOL Annual Compliance Meeting and Convention** – **ATTENDANCE IS MANDATORY!** Generally to be held on Friday and Saturday in mid to late October, it is an event to greatly anticipate and enjoy. On a national scale, the Convention will be held in the St. Louis area and include sessions with Core Sponsors and special and regulatory guests to satisfy NIC’s firm element. Friday night will contain a Recognition Banquet. Spouses/Partners are not only welcome but highly encouraged to attend. The goal is to be much more than satisfying regulatory. It should be an outstanding opportunity to learn, network, meet our leaders, build camaraderie and your business and enjoy. This is the one time each year that we all can get together.

REMEMBER: Knowledge is power. We also appreciate your input. Our ultimate goal is be constantly in search of the truth and excellence, and we want to be the last Broker/Dealer – Agency you will ever need. Our Mission, Code of Ethics, Prime Directive, and Agency Ten Commandments speak for themselves. If there are any problems with this, the NICOL Agency will not be for you! Information contained within NIC-U is internal and proprietary and is not to be shared with outsiders without written approval of the Home Office.

NIC-U

The secured site of NIC-U has been divided into several categories/pages:

Forms Library	Presentation Library	Curriculum	The Colleges of NIC-U	Compliance - Administration	NIC News Associate Edition
----------------------	-----------------------------	-------------------	------------------------------	------------------------------------	-----------------------------------

- I. **Forms Library:** All up-to-date NICOL forms are accessible. Vendor forms are available through their respective websites or hard copies can be obtained by mail.
- II. **Presentation Library:** As rule, NICOL presentations can be made manually with the book **Financial Priorities, a Foundation for Financial Freedom.** Under the Presentation Library, compliance approved PowerPoint presentations for training, groups, or seminars can be downloaded.
- III. **Curriculum:** A six step curriculum can be followed to develop your business. To obtain full Agency Associate status, all levels must be completed. Veterans may proficiency some levels. Level One/Orientation must be completed by all new NICOL Associates whether NFS (Agency) or Non-NFS (Non-Agency). Regardless of your business experience, we guarantee you will benefit by drilling, reviewing, and reinforcing the fundamentals. Repeating sessions can be a great way to pinpoint areas of weakness while enhancing areas of strength.
 - a. **Level One (Orientation):** REQUIRED BY EVERY NEW NIC ASSOCIATE (NFS or Non-NFS)! Covered are required anti-money laundering training, Continuing Education, and orientation to philosophy and compliance procedures.
 - b. **Level Two (Freshman) – Introduction:** Especially designed for Associates new to the financial services industry and/or the NICOL Agency and our philosophies. Covered are business building fundamentals and working smart.
 - c. **Level Three (Sophomore) – Basic Training:** Covered are prospecting fundamentals and basic introductory client presentations.
 - d. **Level Four (Junior) – Conceptual Studies:** Covered are presentation fundamentals and conceptual studies.
 - e. **Level Five (Senior) – Product Studies:** Covered are closing fundamentals and product studies.
 - f. **Level Six (Graduate) – Advanced Studies:** Covered are business development, administration, and branch management.
- IV. **The Colleges of NIC-U:** All forms, presentations, courses, and supplements can be found under their respective Colleges.
 - a. **College of General Financial Planning Studies** – Basic Training/General Studies
 - b. **College of Risk Management** – Insurance Planning
 - c. **College of Portfolio Development** – Investment/Securities Planning
 - d. **College of Tax Planning** – Tax Planning
 - e. **College of Debt Management** – Mortgage/Debt Planning
 - f. **College of Estate Planning** – Avoiding Probate/Estate Planning
 - g. **College of Business Administration & Development** – Business Building, Support, & Forms
- V. **Compliance – Administration:** Compliance docs (Written Supervisory Procedures manual, Branch Office/OSJ Procedures manual, Compliance Memos, and the like) and administrative aids are available.
- VI. **NIC News – Associate Edition:** Past copies of NIC News, Associate Edition can be obtained.

Curriculum

If an Associate comes to NICOL previously licensed and wishes to be NFS as opposed to a Non-NFS Associate, these courses can be satisfied by taking the written exercise as a proficiency exam. Along with being previously licensed and as a general rule for a prerequisite to proficiency qualification, Associates should also bring over \$1,000,000 in management to NIC and be licensed for a minimum of two years. In order to progress through the Agency promotional system and receive the additional benefits of being Agency, we require everyone to be on the same page. If you wish to recruit, train and override, you will want to familiarize yourself with and thoroughly know the NICOL system.

Recommended Time Frames

Each level can be completed at the Associate's pace. Many extenuating circumstances may exist such as being part or full-time. The Agency has had part-time Newbees complete licensing (insurance and securities) in as short time as one month, however most average around 2-4 months. A reasonable completion rate for a part-time Associate to complete NIC-U coursework would roughly be one month for each Level. Total completion of all basic fundamental coursework and licensing for part-time Newbees averages 6-9 months. A full-time effort can result in much quicker completion; however, it generally takes two to five years to feel totally comfortable with business basics. You will never know everything and will perpetually be learning and in pursuit of knowledge and honing your craft. Frequent review of this coursework will help you gain and reinforce the four "C's"; crusade, confidence, conviction, and commitment.

Remember: this is a business, not a hobby.

Production

Production requirements to attain various levels of achievement to NIC-U will vary determined individually by the Regional Manager/OSJ with consideration to a new Associate's experience, motivation, and volume of business brought to the NICOL Agency. This is not to be mistaken for the Minimum Production Requirement (MPR) upon completion of the first full year of registration. For green "Newbees" and as a general rule, the following guidelines should be observed:

- For compliance, liability (e.g. market conditions, need for protection and estate planning, etc.), remuneration of services, fairness, and continuity, a green "Newbee" should allow their recruiter to establish the Newbee's personal and family accounts. There are specific regulations that are directed toward "personal or controlled business." Controlled business is generally defined as business produced that is on you, your spouse, your employer or employer's spouse through the second degree. No more than 50% of your business in any given period such a 12-24 months should be controlled or personal business. Violations are out of compliance. Personal or controlled business transactions can be used for the promotional production guidelines of the Newbee. Upon licensing, compliance approval, the completion of NIC-U Level Five, and RM/OSJ approval, accounts may be reassigned to the newly licensed/registered Newbee. As a result, this courtesy should be extended to the Newbee for any recruit that the Newbee ultimately may bring to NIC. By allowing a recruiter to establish the Newbee's portfolio, once trained, the Newbee would have unlimited opportunity to recruit and establish many portfolios. The ultimate goal is a marathon and to build a business. You reap what you sow. Motivation for becoming a NIC Associate should not solely be based on selling yourself.

- Each green Newbee progresses differently, but to learn the system, gain apprenticeship, and provide fairness in remuneration to the recruiter/RM/OSJ, three clients should be developed and split for each NIC-U Level Three through Five. As a general rule, three client presentations should be observed by the Newbee; three presentations split between the Senior Associate/RM/OSJ and Newbee; and three presentations done by the Newbee and observed by the RM/OSJ. A client consists of one family or business. For example, a trade or portfolio developed for a husband, wife, and child equals one client, not three. Fairness is to be observed in all split accounts. Large accounts should not be stock-plied, and the number and size of sales needs to be fair to all parties. Again, the ultimate goal is to build a business by helping people and “pushing people up!” Expect and do as you would for yourself!

REMEMBER:

- NICOL’s 10 Commandments and Code of Ethics!
- Sales guru Joseph Gandolpho states; “*Selling is 2% product knowledge and 98% understanding human nature.*” We all realize knowledge is power, but all the product knowledge acquired is irrelevant for business if our story is not shared with prospects/clients and business is not produced. The most successful Associates share our story with the most people. Our business is actually quite simple. ***Financial Priorities; A Foundation for Financial Freedom*** (FP) is your business guide (Bible); study, learn, memorize, and share. Become a disciple of good financial planning principles and be committed to NICOL’s Mission.
- The goal is to become a good General Practitioner and have a well-rounded knowledge of the “Macro” overview of a good financial plan. **YOU WILL NOT NEED TO BECOME A CPA, ATTORNEY, SENIOR MORTGAGE LOAN OFFICER, OR STOCK JOCKEY** (unless that’s your goal). Don’t over-analyze. Know the basics. Refer business to an associated specialist.

NIC’s ultimate success depends on the success of our Associates. Our staff and managerial team will help you achieve, but your ultimate achievement depends on you. Let’s make all our lives extraordinary!

Carpe Diem! *K*

For the following guide, courses can obtained within the Colleges:

- College of General Financial Planning Studies* – GFPS
- College of Risk Management* – RM
- College of Portfolio Development* – PD
- College of Tax Planning* – TP
- College of Debt Management* – DM
- College of Estate Planning* – EP
- College of Business Administration & Development* – BAD

Level One – Orientation

COMPLETION IS MANDATORY WITHIN THE FIRST 90 DAYS OF LICENSING!

Name _____

<u>Date Completed</u>	<u>Course</u>	<u>Senior Associate</u>
_____/_____/_____	*Financial Priorities, the book (C.E. Written Exercise: College = GFPS)	_____
_____/_____/_____	*Anti-Money Laundering CE (C.E. Written Exercise: (Obtained from NIC Home Office))	_____
_____/_____/_____	Introduction to NIC Compliance (Workbook: College = BAD)	_____
_____/_____/_____	Agency Mission (Workbook – Opportunity Show: College = GFPS)	_____
_____/_____/_____	10 Commandments of the Nicol Agency (No Workbook – Use handout – View Show: College = GFPS)	_____
_____/_____/_____	Nicol Organization & Administration (Workbook – Opportunity Show: College = GFPS)	_____

**** Compliance and NIC Written Supervisory Procedures require CE courses to be completed within 30 days of securities registration.***

NOTE: As each course is completed, please submit the workbooks and exercises for review to your Senior Associate/Regional Manager. Once completed, the home office will registered your work for compliance memorialization, and then returned to you. It is recommended to purchase a three ring binder and keep for future reference. Periodic review of these courses will help indoctrinate and hone your skills. Also, once achieving Senior Associate or above status, your completed manual can assist you helping your Associates complete their coursework.

Regardless of your business experience, it is recommended to complete each Level of NIC-U. In order to obtain Agency Associate (and above) status, it is mandatory to complete each Level. Experienced NFS (Agency) and Non-NFS (Non-Agency) Associates may proficiency various levels as individually determined by the NICOL Executive Committee (EC).

Level Two – Introduction

Freshman

Name _____

<u>Date Completed</u>	<u>Course – Basic Studies</u>	<u>Senior Associate</u>
____ / ____ / ____	Business Building (Workbook: College = GFPS)	_____
____ / ____ / ____	Dream (Workbook – Opportunity Show: College = BAD)	_____
____ / ____ / ____	Opportunity (Workbook – Opportunity Show: College = BAD)	_____
____ / ____ / ____	Work Smart (No Workbook: College = GFPS)	_____
____ / ____ / ____	OSJ-RM Roundtable 4Cs (Workbook: College = GFPS)	_____

Production

<u>Date Completed</u>	<u>Item</u>	<u>Senior Associate</u>
____ / ____ / ____	TOP 100 LIST (Use NIC Referral List: College = GFPS)	_____

Level Two – Freshman

Regardless of your business experience, it is recommended to complete each Level of NIC-U. In order to obtain Agency Associate (and above) status, it is mandatory to complete each Level. Experienced Agency and General Agency Associates may proficiency various levels as individually determined by the NICOL Executive Committee (EC).

Prerequisites to Level Three

The following must complete before proceeding to Level Three – Sophomore:

- All the above Freshman Studies.
- Purchase of a compound interest calculator (Texas Instruments BAII Plus preferred).

Level Three – Basic Training

Sophomore

Name _____

<u>Date Completed</u>	<u>Course – Core Basic Studies</u>	<u>Senior Associate</u>
____/____/____	Prospecting Fundamentals (Workbook: College = GFPS)	_____
____/____/____	Financial Priorities - Marketing (No Workbook; Use Handout: College = GFPS)	_____
____/____/____	% Calculations – Written Exercise (Written Exercise: College = GFPS)	_____

Presentations

<u>Presentation</u>	<u>Completed - Written</u>	<u>Senior Assoc.</u>	<u>Completed – Oral</u>	<u>Senior Assoc.</u>
Financial Freedom (Workbook: College = GFPS)	____/____/____	_____	____/____/____	_____
Power of Compound (Workbook: College = GFPS)	____/____/____	_____	____/____/____	_____
Financial Priorities (Workbook: College = GFPS)	____/____/____	_____	____/____/____	_____
Millionaire (Workbook: College = GFPS)	____/____/____	_____	____/____/____	_____

Production

<u>Date Completed</u>	<u>Client Name</u>	<u>Senior Associate</u>
____/____/____	_____	_____
____/____/____	_____	_____
____/____/____	_____	_____

Level Three – Sophomore

Regardless of your business experience, it is recommended to complete each Level of NIC-U. In order to obtain NFS Agency Associate (and above) status, it is mandatory to complete each Level. Experienced NFS (Agency) and Non-NFS (Non-Agency) Associates may proficiency various levels as individually determined by the NICOL Executive Committee (EC).

Prerequisites to Level Four

The following must completed before proceeding to Level Four – Junior:

- All the above Sophomore Studies.
- Obtain first level of regulatory licensing (usually a state insurance license).

Level Four – Conceptual Studies

Junior

Name _____

<u>Date Completed</u>	<u>Course – Core Basic Studies</u>	<u>Senior Associate</u>
____ / ____ / ____	Presentation Fundamentals (Workbook: College = GFPS)	_____

Videos

<u>Date Completed</u>	<u>Video</u>	<u>Senior Associate</u>
____ / ____ / ____	NBC Reports – Protection for Sale (Obtained from OSJ Branch)	_____
____ / ____ / ____	Phil Donahue – Norman Dacey Guest (Obtained from OSJ Branch)	_____
____ / ____ / ____	Time is Running Out (Obtained from OSJ Branch)	_____

Presentations

<u>Presentation</u>	<u>Completed - Written</u>	<u>Senior Assoc.</u>	<u>Completed – Oral</u>	<u>Senior Assoc.</u>
Farmer Brown (Workbook: College = RM)	____ / ____ / ____	_____	____ / ____ / ____	_____
BTID (Workbook: College = RM)	____ / ____ / ____	_____	____ / ____ / ____	_____
Refrigerator	NA	_____	____ / ____ / ____	_____
Choosing Right Co. (Workbook: College = RM)	____ / ____ / ____	_____	____ / ____ / ____	_____
Cost Averaging	NA	_____	____ / ____ / ____	_____
MPT (Workbook: College = PD)	____ / ____ / ____	_____	____ / ____ / ____	_____
Types of Income (Workbook: College = PD)	____ / ____ / ____	_____	____ / ____ / ____	_____
Avoiding Taxation (Workbook: College = TP)	____ / ____ / ____	_____	____ / ____ / ____	_____
Mtg/Debt Mgmt (Workbook: College = DM)	____ / ____ / ____	_____	____ / ____ / ____	_____
Avoiding Probate (Workbook: College = EP)	____ / ____ / ____	_____	____ / ____ / ____	_____

Production

<u>Date Completed</u>	<u>Client Name</u>	<u>Senior Associate</u>
___/___/___	_____	_____
___/___/___	_____	_____
___/___/___	_____	_____

Licensing/Registration

<u>Date Completed</u>	<u>License/Registration</u>	<u>Senior Associate</u>
___/___/___	_____	_____

Level Four – Junior

Review and practice all PowerPoint presentations. It is suggested to use *Financial Priorities; A Foundation for Financial Freedom* as a presentation piece with clients, but the PowerPoint versions are available for use with larger groups (three or more and seminars; you must receive prior compliance approval) and also provides an outstanding study tool. Each presentation must be viewed, reviewed and approved by a Senior Associate or above as an oral study.

Regardless of your business experience, it is recommended to complete each Level of NIC-U. In order to obtain Agency Associate (and above) status, it is mandatory to complete each Level. Experienced NFS (Agency) and Non-NFS (Non-Agency) Associates may proficiency various levels as individually determined by the NICOL Executive Committee (EC).

Prerequisites to Level Five

The following must complete before proceeding to Level Five – Senior:

- All the above Junior Studies.
- Obtain second level of regulatory license (usually FINRA Series 6 or 7 and 63).

Level Five – Product Studies

Senior

Name _____

<u>Date Completed</u>	<u>Course – Core Basic Studies</u>	<u>Senior Associate</u>
____/____/____	Closing Fundamentals (Workbook: College = GFPS)	_____
____/____/____	Illinois Mutual Intro– Life Ins. (Workbook: College = RM)	_____
____/____/____	Illinois Mutual – Dis. Ins. (Workbook: College = RM)	_____
____/____/____	Written Exercise – Insurance (Exam: College = RM)	_____
____/____/____	Port. Dev. Fundamentals (Workbook: College = PD)	_____
____/____/____	American Funds (Workbook: College = PD)	_____
____/____/____	Written Exercise – Port. Dev. (Exam: College = PD)	_____

Mortgage Orientation

<u>Date Completed</u>	<u>Course – Core Basic Studies</u>	<u>Senior Associate</u>
____/____/____	Industry Overview	_____
____/____/____	Mortgage Products	_____
____/____/____	Mortgage Loan Life Cycles	_____
____/____/____	Qualification Calculations	_____
____/____/____	Qualification Principles	_____
____/____/____	Regulatory	_____
____/____/____	Written Exercise – Mortgages (Exam: College = DM)	_____

Videos

Date Completed

Video

Senior Associate

____/____/____

Illinois Mutual – w/Kevin & Rachel O’Neil
(Obtained from OSJ Branch)

Production

Date Completed

Client Name

Senior Associate

____/____/____

____/____/____

____/____/____

Licensing/Registration

Date Completed

License/Registration

Senior Associate

____/____/____

Level Five – Senior

Regardless of your business experience, it is recommended to complete each Level of NIC-U. In order to obtain Agency Associate (and above) status, it is mandatory to complete each Level. Experienced NFS (Agency) and Non-NFS (Non-Agency) may proficiency various levels as individually determined by the NICOL Executive Committee (EC).

Level Six – Advanced Studies

Graduate

Name _____

Date Completed

Course – Core Basic Studies

Senior Associate

____/____/____

TBC (to be completed)
(Workbook)

Rev. 08/16/2009