



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

“A Goal Oriented System of Accountability!”

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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 constant state of update. There are four basic parts:

1. **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.
2. **The Colleges of NIC-U** – Under a secured sight (ID and password will be issued upon licensing commitment), seven Colleges have been created:
 - **College of General Financial Planning Studies** – Basic Training/General Studies
 - **College of Risk Management** – Insurance Planning
 - **College of Portfolio Development** – Investment/Securities Planning
 - **College of Tax Planning** – Tax Planning
 - **College of Debt Management** – Mortgage/Debt Planning
 - **College of Estate Planning** – Avoiding Probate/Estate Planning
 - **College of Business Administration & Development** – Business Building, Support, & Forms
3. **First Tuesday Meetings** – For ongoing communication, education, and building and training, local Branch Office meetings are scheduled for the first Tuesday of each month (subject to change for holiday and other potential conflicts). Generally, we will eat at 5 and meet at 7PM. Each meeting will be scheduled to contain:
 1. **Review** – Role playing and/or presentation using basic training
 2. **Special Guests** – Timely updates and continued advanced education with wholesalers and other professionals
 3. **Communication & Compliance Updates** – Agency announcements and timely compliance updates
 4. **Testimonials** – Case studies of how we “MAKE A DIFFERENCE!”
 5. **Challenge & Goal Setting**
4. **NICOL Annual Compliance Meeting and Convention** – Generally to be held the last Friday and Saturday in 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.

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’ll ever need. Our Mission, Code of Ethics, Prime Directive, and Agency Ten Commandments speaks for itself. 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.

To begin, review the “Opportunity” page and submit the Licensing Registration Pak #1. Upon acceptance, you will need to become licensed (if not already) and will be given the ID and password to begin studying the Colleges of NIC-U. As you proceed through each College, begin with the College of General Financial Planning Studies, followed by any specialty. Consult your Senior Associate/Regional Manager/OSJ. Each school will contain a syllabus and progress chart to guide you through the curriculum. Again, welcome and Good Luck!

Carpe Diem! K

NIC-U Curriculum

As with any course of study, you need to begin with basic or General Studies. 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 and business is not produced. The most successful Associates share our story with the most people. Our business is actually quit simple. ***Financial Priorities; A Foundation for Financial Freedom*** (FP) is your guide; study, learn, memorize, and share. Become a disciple of good financial planning and be committed to NICOL’s Mission.

The College of General Financial Planning Studies provides these business basics, so everyone should begin there. Upon completion of the General Studies and licensing, proceed to the additional schools. As a suggestion, you may wish to follow the Colleges in order of the Chapters in FP (i.e. Risk Management, Portfolio Development, Tax Planning, Debt Management, and Estate Planning). REMEMBER: 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.

If an Associate comes to NICOL previously licensed and wishes to be an Agency as opposed to General Agency Associate, these courses can be satisfied by taking the written exercise as a proficiency exam. Along with being previously licensed and as 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.

The College of General Financial Planning Studies

As mentioned above, this school contains your business basics. 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. **EVERYONE** associated with NIC must complete the Written Exercise/Exam for ***Financial Priorities; A Foundation for Financial Freedom*** as part of your first year association and Continuing Education with our Broker/Dealer, NIC. The following is a progression guide. Upon completion, submit you completed workbooks and written exercises to the NICOL home office to receive credit.

- I. Study ***Financial Priorities; A Foundation for Financial Freedom*** and complete the written exercise/exam.
- II. **Core basic studies** – In the following order, download the workbook and complete while viewing the corresponding course:
 - a. Business Building Fundamentals
 - b. Prospecting Fundamentals
 - c. Presentation Fundamentals
 - d. Closing Fundamentals
 - e. Work Smart
 - f. Opportunity Workbooks: Dream, Mission, Opportunity, and Organization & Administration
- III. **Conceptual Presentations** – Study ***Financial Priorities***, Chapter One
 - a. ***Financial Freedom*** contains the basics. Complete Workbook
 - b. ***Power of Compounding*** includes; eccentric farmer, Rule of 72, Types of Risk and much more. Complete Workbook
 - c. ***Financial Priorities*** This is the original presentation that perpetrated the book. Complete Workbook
 - d. ***Millionaire;*** Complete Workbook

- IV. 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.
- V. Purchase a hand-held financial calculator. Preferred models are the Texas Instruments BAII Plus or BA 35. The currently cost ~\$30 at most local Wal-Mart's or office stores. Download and practice using the worksheets under "Supplements."
- VI. **PRODUCTION:**
 - a. **BEGINNERS:** From the beginning of your commitment to do this business, you should start sharing our story. No revenue is created until you do. As mentioned above, the most successful people share our story with the most people. Develop a "Top 100" list (download under "Supplements"). Plan a goal setting session with your Senior Associate/Regional Manager/OSJ. Download the Associate Script and practice until comfortable. REMEMBER; you'll never know everything. Stumble forward and refer business to your Supervisor. You will only reap what you sow.
 - b. **VETERANS:** Concentrate your initial efforts on bringing existing business in under your management with NIC. It is recommended to see each client individually and share FP. It is almost assured you will add additional business from your existing base.

The College of Risk Management

Begin this class while completing your Life and Health Insurance licensing. The "Farmer Brown Story" is especially helpful to your licensing studies as it illustrates by visualizing the various types of insurance. REMEMBER: do not confuse "test world" with "real world." As with the General Studies College, review and practice all PowerPoint presentations.

- I. **Conceptual Presentations** – Study *Financial Priorities*, Chapter Two
 - a. *Farmer Brown* describes the "Evolution of Insurance." Complete Workbook
 - b. *BTID* (Buy Term, Invest the Difference) contains the "Funny Banking" story, comparisons and more; Complete Workbook
 - c. *Refrigerator* is a metaphoric comparison.
 - d. *Choosing the Right Insurance Company*; reviews Agency process of choosing. Complete Workbook
- II. **Product Presentations**
 - a. *Illinois Mutual – Life Insurance*; Complete Workbook
 - b. *Illinois Mutual – Disability Insurance*; Complete Workbook
- III. **Final Written Exercise** – Complete
- IV. **Production**
 - a. Develop at least six (6) families of insurance clients
 - b. Establish an ID and password with Illinois Mutual's website
 - c. Demonstrate the ability to produce proposals, complete paperwork, and close transactions on your own

To complete this College, memorialize, and receive credit, in addition the production requirements (III above), complete the written exercise and submit along with the workbooks to the NICOL home office.

The College of Portfolio Development

Begin this class while completing your Securities licensing.

- I. **Fundamental and Product Presentations** – Study *Financial Priorities*, Chapter Three
 - a. **Portfolio Development Fundamentals** – Use the PowerPoint presentation. Complete Workbook!
 - b. **The American Funds** – Use fund materials and/or the AFD Advisor website. Complete Workbook!
 - i. *What Makes American Funds Different*
 - ii. *The Investment Company of America*
 - iii. *Differentiating the American Funds*
 - c. **Lincoln Life, American Legacy** – Use the PowerPoint presentation, annuity materials and American Legacy website. Complete Workbook!

- II. **Conceptual Presentations** – Study *Financial Priorities*, Chapter Three
 - a. *Dollar Cost Averaging* – No workbook!
 - b. *Types of Income* – Use the PowerPoint presentation. Complete Workbook!
 - c. *Modern Portfolio Theory* – Use the PowerPoint presentation. Complete Workbook!

III. **Final Written Exercise** – Complete

IV. **Production**

- a. Develop at least six (6) families of securities clients
- b. Place at least \$1,000,000 under management
- c. Establish an ID and password with the American Fund's and Lincoln Life's websites
- d. Demonstrate the ability to produce proposals, complete paperwork, and close transactions on your own

The College of Tax Planning

REMEMBER: you do not need to become a CPA, but you do need to understand basic tax law as it relates to financial planning.

- I. Study *Financial Priorities*, Chapter Four
- II. Complete the Avoiding Taxation Workbook

To complete this College, memorialize, and receive credit, complete the written exercise and submit along with the workbooks to the NICOL home office.

The College of Debt Management

REMEMBER: Your goal as an advisor is to gather assets. Many clients have stagnant assets positioned in home equity with also having too much “bad” consumer debt. By being licensed and disclosing to your clients your relationship, you can act as a Junior Loan Officer and refer business to a full-time Senior Loan Officer.

- I. Study *Financial Priorities*, Chapter Five
- II. Complete licensing requirements to become a mortgage Loan Officer/Originator for your state
- III. Complete Loan Origination written exercise

IV. **Production**

- a. Produce at least three (3) mortgages for at least \$500,000 in loans
- b. Demonstrate the ability to produce proposals, complete paperwork, and close transactions on your own

To complete this College, memorialize, and receive credit, in addition the production requirements (IV above), complete the written exercise and submit along with the workbooks to the NICOL home office.

The College of Estate Planning

REMEMBER: A quality estate plan is developed and maintained by a qualified Attorney, tax practitioner, and financial advisor. You need to understand the basics, but don't need to be an Attorney. You can not receive remuneration unless you are a qualified, licensed; practicing attorney, but you can develop, manage and develop the portfolio assets.

- I. Study *Financial Priorities*, Chapter Six
- II. Complete the “Avoiding Probate” workbook – Use the PowerPoint Presentation
- III. Complete the Estate Planning written exercise

IV. **Production**

- a. Help produce at least three (3) estate plans
- b. Demonstrate the ability to produce proposals, complete paperwork, and close transactions on your own

To complete this College, memorialize, and receive credit, in addition the production requirements (IV above), complete the written exercise and submit along with the workbooks to the NICOL home office.

The College of Business Administration and Development

This College was developed to provide marketing, compliance, business administration and development support. Contained are Written Supervisory Procedures (WSP); Compliance Memos; forms; Continuing Education; Branch Office and recruiting support; and much more.

The College of Tax Planning

Name _____

Presentations

| <u>Presentation</u> | <u>Completed - Written</u> | <u>Senior Assoc.</u> | <u>Completed - Oral</u> | <u>Senior Assoc.</u> |
|---------------------|----------------------------|----------------------|-------------------------|----------------------|
| Avoiding Taxation | ____/____/____ | _____ | ____/____/____ | _____ |

The College of Debt Management

Name _____

| <u>Date Completed</u> | <u>Course</u> | <u>Senior Associate</u> |
|-----------------------|-------------------------|-------------------------|
| ____/____/____ | LO License/Registration | _____ |
| ____/____/____ | LO Written Exercise | _____ |

Presentations

| <u>Presentation</u> | <u>Completed - Written</u> | <u>Senior Assoc.</u> | <u>Completed - Oral</u> | <u>Senior Assoc.</u> |
|---------------------|----------------------------|----------------------|-------------------------|----------------------|
| Mtg/Debt Mgmt | ____/____/____ | _____ | ____/____/____ | _____ |

Production

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

The College of Estate Planning

Name _____

| <u><i>Date Completed</i></u> | <u><i>Course</i></u> | <u><i>Senior Associate</i></u> |
|------------------------------|------------------------|--------------------------------|
| ____/____/____ | Final Written Exercise | _____ |

Presentations

| <u><i>Presentation</i></u> | <u><i>Completed - Written</i></u> | <u><i>Senior Assoc.</i></u> | <u><i>Completed - Oral</i></u> | <u><i>Senior Assoc.</i></u> |
|----------------------------|-----------------------------------|-----------------------------|--------------------------------|-----------------------------|
| Avoiding Probate | ____/____/____ | _____ | ____/____/____ | _____ |

Production

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

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