

FINANCIAL SUPERHEROES

Brett & Jess Wooten, of Smyrna, GA, understand firsthand how the power of Primerica can transform peoples' lives. "Life honestly would never be the same for us without this Company," says Brett, a second generation Primerican. The Wootens' personal story remains one of their greatest strengths and it's what propels them to keep fighting the good fight. "Success in this business is a direct byproduct of helping people. Today, more than ever, our communities are searching for answers and we feel convicted to be the 'answer' individuals and families are searching for."

Operating their business as a Partnership, however, took a bit of time as the two came from different backgrounds.¹ Brett grew up with his parents in the business, which gave him a front row seat to understanding the business from a young age. "Growing up as a 'Primerica Kid' gave me the confidence to know that Primerica works in a big way for those who work the system," he says. "My dad joined the business back in 1983, just a few years after it was founded. He's always been a role model and mentor to me in multiple areas of my life. I respect him so much and he undoubtedly played a key role in me joining the Company."



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At the time, Jess was busy trying to climb the corporate ladder to success on her own. "I've never been shy about working hard and laziness actually frustrates me," she says. Jess didn't decide to join Primerica right away but soon, though, any reservations she held faded away. She recalls: "I hate to admit it, but, as they say, 'seeing is believing.' After our son was born, I compared my husband's career to mine and knew that he was onto something I could never attain at my corporate job. Here I was, working 60+ hours a week throughout my pregnancy and then as a first-time mom. It just wasn't sustainable."

That sense of feeling trapped in a rigid corporate world was when Primerica caught her full attention and became her light at the end of the tunnel. "I was drawn to the freedom that Primerica offers. This company has given me the flexibility to work at my own pace while juggling the responsibilities of being a mom, wife, business partner, and friend. On top of that, after seeing how Brett's personal development continues to grow, I was sold on it!"



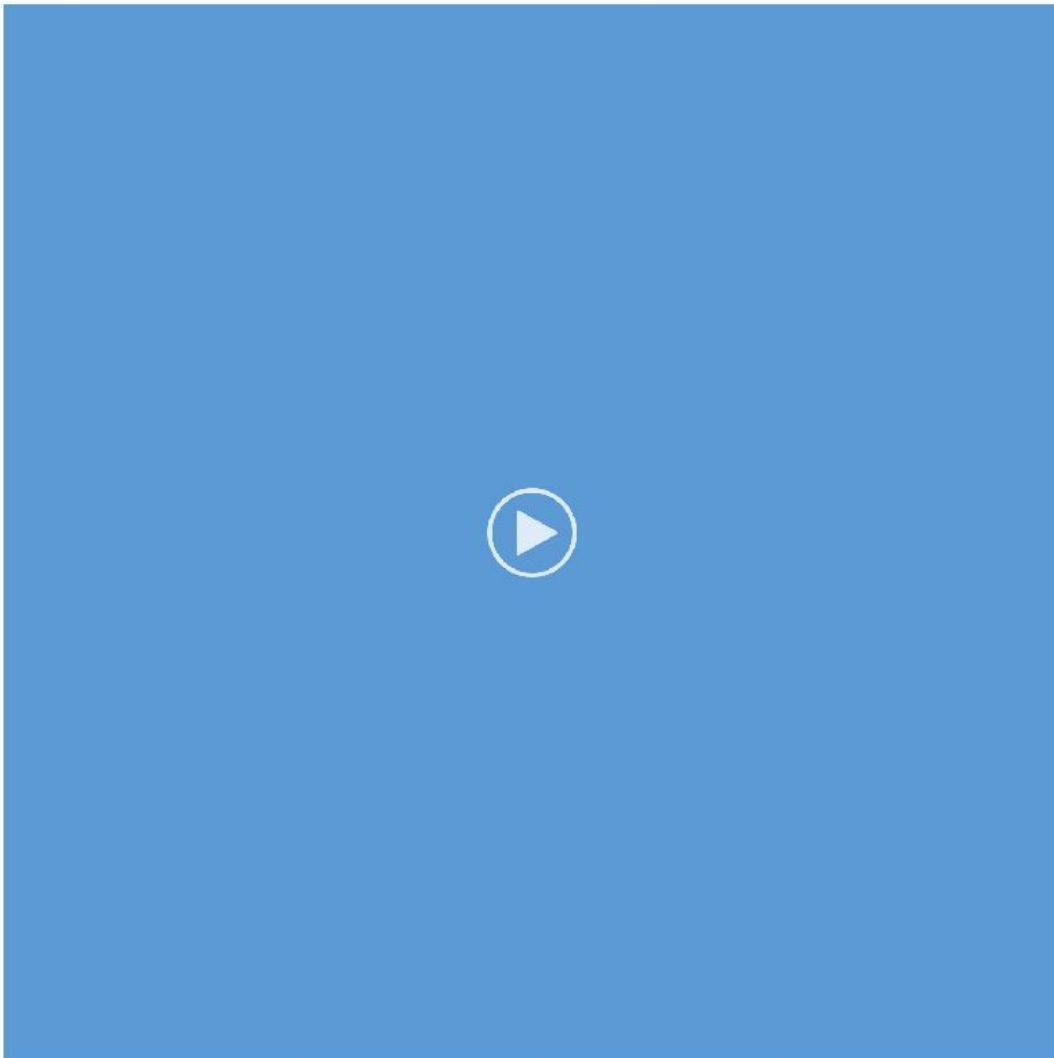


Because of their personal experience, achieving success beyond their own is what motivates this duo to want to help as many families as possible. "There's nothing more impactful than the lives that we change," they say. "It makes us feel like superheroes. To be able to give people hope and share reliable information that can help them smoothly navigate through transitional periods of their life is incredible. This is what allows us to wake up with the fire burning in our hearts every day. We are committed to continually redefining our processes so that every one of our clients has high class service throughout the entire process."

As they move forward, the Wootens have never forgotten where it all started for them and they're humbled to be part of a greater purpose. Jess adds, "Words can't fully describe how grateful I am that we, especially Brett, stuck through all of the challenges with me. Primerica is truly unique in our ability to change, when necessary, to withstand any storm. The longer we continue on this journey, the more we constantly realize that there's no other Company who does what is right, 100% of the time. Moreover, the amount of quality leaders in this Company is unparalleled. We have yet to know of another business that has as many leaders all in one place, working in tandem towards a common goal."







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