American Family Life Insurance Company is committed to earning your trust by providing you with life insurance and annuities that, first and foremost, meet your needs and desires. American Family Life Insurance was one of the first companies in the industry to obtain IMSA certification, and undergoes a rigorous independent assessment every three years to honor this commitment to you.

What is IMSA?
IMSA is the Insurance Marketplace Standards Association, a voluntary organization of life insurance companies dedicated to upholding the highest standards of ethical market conduct.

What is IMSA’s Purpose?
IMSA was created to establish a uniform set of standards against which companies can verify that they have appropriate market conduct policies and procedures in place for the sale of life insurance and annuities.

IMSA’s High Standards
As an IMSA member, American Family Life subscribes fully to IMSA’s Principles of Ethical Market Conduct:
1. To conduct business according to high standards of honesty and fairness and to render that service to its customers which, in the same circumstances, it would apply to or demand for itself.
2. To provide competent and customer-focused sales and service.
3. To engage in active and fair competition.
4. To provide advertising and sales materials that are clear as to purpose and honest and fair as to content.

5. To provide for fair and expeditious handling of customer complaints and disputes.

6. To maintain a system of supervision and review that is reasonably designed to achieve compliance with these Principles of Ethical Market Conduct.

How Do You Benefit?

Our IMSA membership is a commitment to provide life insurance and annuities that help meet your insurance needs. Contact your American Family agent today for more information on the full range of life insurance and annuities available from American Family Life:

- Universal Life
- Whole Life
- Term Life
- Annuities
- Life insurance policies that can be used for:
  - Business Needs
  - Estate Preservation