# Philam Life's Genesis ushers new era for financial advisors

LEARNING the ropes of the life insurance sector and the way to conduct financial planning is remarkably easier now for those who want to become financial advisors with the entry of Genesis by Philam Life.

Inspired by its mother company, AIA Group, Genesis by Philam Life is the first of its kind, espousing a culture of high standard geared towards reinventing the financial advisor practice across the Philippine insurance industry.

Built in a state-of-the art facility in the heart of Makati's business district, Genesis by Philam Life has three main elements: The Farm, The Hive and The Nest.

Each of these sections are designed to empower financial advisors to have a good understanding of their clients' needs and to become collaborative, dynamic, tech-savvy and highly productive.

The Farm is where financial advisors are equipped with a structured development program that provides them not only with relevant business knowledge and financial planning skills through real life training, but instils in them the mission of empowering Filipinos to reach their financial goals.

The Hive is a modern work space for individual and group collaborations, whether online or offline, with the latest software, technological tools and sales support throughout every stage of performing their function and achieving high levels of productivity.

The Nest is an engaging environment where financial advisors can invite clients over for individual financial needs analysis and for pocket forums.

It provides an open and friendly environment that exudes both comfort and professionalism, keeping away distractions and allowing productive dialogue about their financial goals to prosper.

Philam Life hopes to build the agency of the future composed of professional financial advisors equipped with exceptional business knowledge and strict work ethics in fulfilling the mission of empowering Filipinos to achieve financial security and prosperity.