



MDRT Expands Offerings, Announcing Innovative Approach to 2021 Membership Season Amid Crisis

PARK RIDGE, Ill. (Oct. 16, 2020) — In the midst of a global pandemic and economic crisis, [MDRT](#) has made strategic moves to ensure financial professionals and their clients are well supported. The association announced its Productivity Action Plan, developed to help financial professionals qualify for membership in 2021, and equip them with proven strategies to drive their businesses and clients towards next-level success in the current climate and beyond.

The [MDRT Productivity Action Plan](#) acknowledges the challenging business conditions financial professionals have faced in 2020. To provide its current and aspiring members with more opportunities to join, MDRT waived 2021 production requirements for 2019 and 2020 members, and announced it has no plans to increase dues in 2021. For prior-to-2019 members or first-time applicants, MDRT adjusted the 2021 production requirement, taking into account the economic impacts on the industry.

Though the pandemic has changed the way many financial professionals do business, MDRT is focused on providing them with the innovative ideas they need to continue succeeding. As part of the Productivity Action Plan, the association developed the [MDRT Focus on Resources](#) hub. Available to both members and non-members, the site is updated regularly with timely, top-tier content from industry professionals around the globe, built to help advisors navigate current challenges so they can continue to grow their business, protect their clients and guide both towards a successful future. From how to host productive virtual meetings to managing client emotions, advisors can find the proven strategies they need to adapt, innovate and persevere. MDRT members have exclusive access to even more top-tier ideas via MDRT Resource Zone, *Round the Table Magazine*, MDRT podcast and more.

"My MDRT membership is a big part of what got me to where I am today. It's the innovative ideas and supportive global community that have helped me propel my business to greater levels of success year after year," said Ian Green Dip PFS, 95th MDRT President. "This plan helps to ensure that advisors can become – or stay – members, to continue accessing the insightful strategies from leaders of our profession around the world, and most importantly guide their clients towards greater financial security and success."

The Productivity Action Plan is just one of the forward-thinking ways that MDRT has leveraged to support its members and help them thrive in 2020 and beyond. In August, the association adapted its quintessential MDRT Annual Meeting and recently established 2019 Global Conference into a singular Virtual Event. Members collaborated on fresh ideas for virtual practice management, social media marketing -- and more. On Demand content was released the following weeks, diving deeper into dynamic strategies for ways to avoid burn out and help clients readjust their portfolios to thrive in the midst of the current crisis.

MDRT continues to push boundaries and innovate in ways that help financial professionals at all stages of their career succeed. Future-focused financial advisors who do not yet qualify for MDRT in 2021 can join the [MDRT Academy](#) to receive real-time insights and personalized coaching that fast-tracks them to

premier status. Launching and open for applications Nov. 1, 2020, the MDRT Academy is a new kind of association with gold-standard content that is either MDRT-original or MDRT-approved – available anytime, anywhere.

“As a young financial advisor aspiring to get to the next level, the MDRT Academy app was the perfect tool,” said Brandon Heckert, former MDRT Academy member and current MDRT member. “It allowed me to keep track of my goals and obtain the resources I needed to conduct my practice in a tech-focused world.”

2021 MDRT membership applications open Nov. 1, 2020 through March 1, 2021. To learn more about the MDRT Productivity Action Plan and becoming an MDRT member, visit mdrt.org.

About MDRT

Founded in 1927, Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®, is a global, independent association of more than 65,000 of the world's leading life insurance and financial services professionals from more than 500 companies in 70 nations and territories. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business. For more information, please visit www.mdr.org and follow them on Twitter [@MDRtweet](https://twitter.com/MDRtweet).

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