

Safeinity Benefits Broker Partnership Proposal

Help Employers Solve a Problem No One Else Is Addressing

Employees spend years building digital lives that include:

- Online banking and investment accounts
- Password managers and encrypted devices
- Cryptocurrency wallets
- Cloud storage and family photos
- Email accounts and two-factor authentication
- Wills, trusts, insurance information, and personal instructions

When someone dies, families often discover that legal ownership does not automatically provide practical access. Important information may be scattered across dozens of systems, protected by passwords, two-factor authentication, encryption, or lost devices.

Safeinity helps solve that problem.

What Is Safeinity?

Safeinity is a secure digital estate-planning platform that allows users to organize passwords, important documents, financial information, online accounts, personal instructions, and other sensitive materials in one centralized location.

The platform monitors the account owner during life and, after a verified death event, securely grants access to designated beneficiaries, executors, or trusted contacts.

Safeinity combines:

- Secure encrypted document storage
- Beneficiary access management
- Password and account organization
- Digital inheritance planning
- Heartbeat monitoring
- Death certificate verification workflows

- Ultra-secure options for high-value information such as crypto wallet recovery, business continuity plans, and private records

Why Employers Care

Many employers now offer pet insurance, identity theft monitoring, legal plans, financial wellness tools, and mental health support.

Digital estate planning is becoming another important employee need.

Employees increasingly worry about:

- What happens to their online accounts after death
- How loved ones will access important records
- Whether family members will be locked out of financial assets
- What happens to crypto wallets, business accounts, or two-factor authentication devices
- How to avoid leaving behind a confusing mess of passwords, subscriptions, and sensitive information

Safeinity can help employers provide a unique and valuable benefit that addresses these concerns.

Why This Is Attractive for Benefits Brokers

Benefits brokers are constantly looking for differentiated offerings that:

- Help stand out from competitors
- Increase the value of their employee benefits packages
- Generate additional recurring revenue
- Appeal to HR leaders and business owners
- Support financial wellness, retirement planning, and family protection initiatives

Safeinity gives brokers a way to introduce a modern benefit category that most employers have never considered, but that many employees immediately understand once it is explained.

Potential Broker Revenue Model

Safeinity can support multiple partnership models, including:

- Referral fees
- Revenue sharing

- Broker commissions
- White-label or co-branded offerings
- Group pricing for employer-sponsored plans
- Bundled offerings with legal plans, identity theft protection, or financial wellness services

This gives brokers flexibility in how they position the platform to employers.

Ideal Employer Segments

Safeinity may be especially attractive for:

- Financial services firms
- Law firms
- Healthcare organizations
- Government employers
- Technology companies
- Small business owners
- Executives and professionals
- Employees nearing retirement
- Public safety personnel
- High-net-worth employees
- Employers with older workforces

Why Act Now

Most people still assume that their family will simply “figure things out” after they die.

In reality, modern life is protected by passwords, encryption, devices, and fragmented online systems. Families are often left struggling for months or years trying to recover access to important accounts and information.

Safeinity helps employers provide a practical solution to a growing problem that affects nearly every employee.

Next Step

We would welcome the opportunity to discuss:

- Partnership opportunities
- Broker compensation structures
- Group pricing
- White-label options
- Pilot programs
- Educational webinars for employers and HR teams

Safeinity offers benefits brokers a way to provide something truly different: secure digital inheritance planning for the modern world.