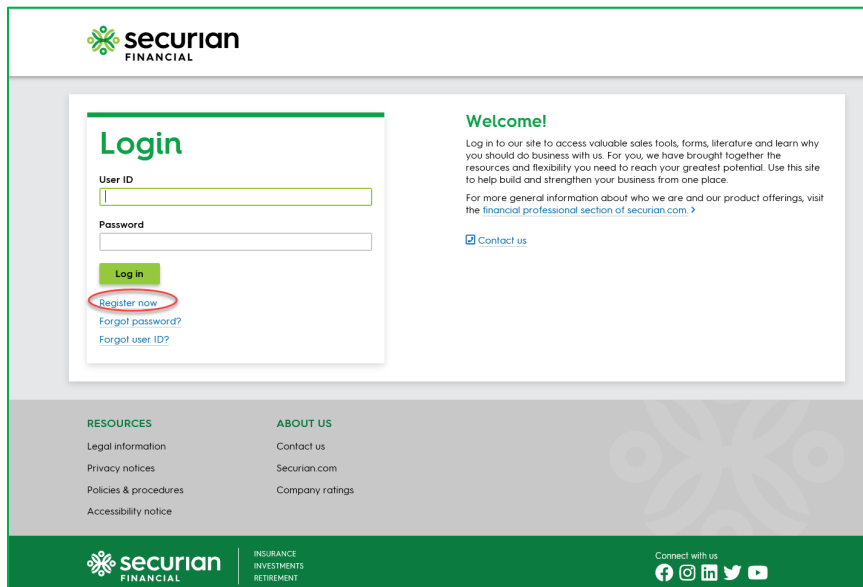


Financial Professional Website Registration

Follow the screen shots below to register for access to our website and online tools and resources.

Step 1.

To self-register, navigate to <https://advisor.securian.com/life> and select “Register now”.



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Login

User ID

Password

[Register now](#)
[Forgot password?](#)
[Forgot user ID?](#)

Welcome!

Log in to our site to access valuable sales tools, forms, literature and learn why you should do business with us. For you, we have brought together the resources and flexibility you need to reach your greatest potential. Use this site to help build and strengthen your business from one place.

For more general information about who we are and our product offerings, visit the [financial professional section of securian.com](#).






[Contact us](#)

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Connect with us
    

Register Today!


<https://advisor.securian.com/life>

Questions?

Call (888) 413-7860; option 7

Step 2.

Fill in your role, with whom you are affiliated and whether or not you are currently appointed. Read and accept the Terms of use.




Getting started My information Login information

My role

I am a:

- Financial professional
- Support staff

Who are you affiliated with? 

It's ok to enter entity in manually if it doesn't automatically appear.

Are you appointed with Securian or Minnesota Life?

Yes No

Terms of use

I accept the [terms of use](#).

Next

Step 3.

Enter your personal information.

Appointed advisors only:

- For security purposes, you must register using the same email address that was on your Broker appointment registration.
- In the “Business info” section, be sure to add the last 4 digits of your Social Security Number and your 7-digit Broker code.

The screenshot shows the Securian Financial registration interface. At the top left is the Securian Financial logo. A progress bar at the top indicates three steps: 'Getting started' (completed with a green checkmark), 'My information' (current step, highlighted with a green circle), and 'Login information' (pending, shown as a grey circle). The form is divided into two main sections: 'About me' and 'Contact info'. The 'About me' section includes fields for First name, Middle name (optional), Last name, City, State (a dropdown menu currently showing '-- Select State --'), Date of birth (with a placeholder 'mm/dd/yyyy'), and Last 4 digits of Social Security Number. The 'Contact info' section includes Business email (with a note: 'Please enter the same email address that you use for broker appointment registration'), Confirm business email, Primary phone (with a placeholder '000-000-0000'), and Primary phone type (a dropdown menu currently showing 'Mobile'). There is also a link to 'Add another phone number'. At the bottom of the form, there is a 'Business info' section with a 'Broker code' field. At the bottom right, there are 'Back' and 'Next' buttons.

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Getting started My information Login information

About me

First name

Middle name (optional)

Last name

City

State

-- Select State --

Date of birth

mm/dd/yyyy

Last 4 digits of Social Security Number

Contact info

Business email

Please enter the same email address that you use for broker appointment registration

Confirm business email

Primary phone

000-000-0000

Primary phone type

Mobile

[Add another phone number](#)

Business info

Broker code

Back Next

Step 4.

Create a user ID and password. **Reminder:** passwords must be at least 8 characters.

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Getting started My information Login information

My user ID & password setup

User ID
Must contain at least 8 characters with letters and/or numbers.

Password
All requirements NOT met
× 8 to 30 characters
× Lowercase letters (a-z)
× Must contain two or more of the following:
→ Uppercase letters (A-Z)
→ Numbers (0-9)
→ Special characters (! @ # %, etc.)

Confirm password

Identity verification question
Choose one of the following...

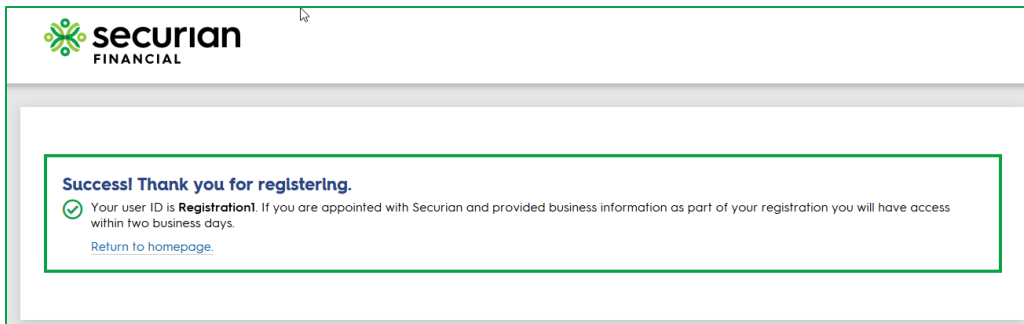
Identity verification answer
Answers are case sensitive.

Submit Back Cancel

Please note: For Compliance purposes, the sharing of User IDs and passwords is not permitted. It is your responsibility to ensure that your User ID and password always remains secure. For User ID and/or password assistance, please call (888) 413-7860, option 7.

Step 5.

Registration complete! You will have full access to your online tools and resources within 24-48 hours.



Questions?

Call (888) 413-7860, option 7.

Securian Financial Group, Inc.
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