

Financial Professional Website Registration

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

Step 1.

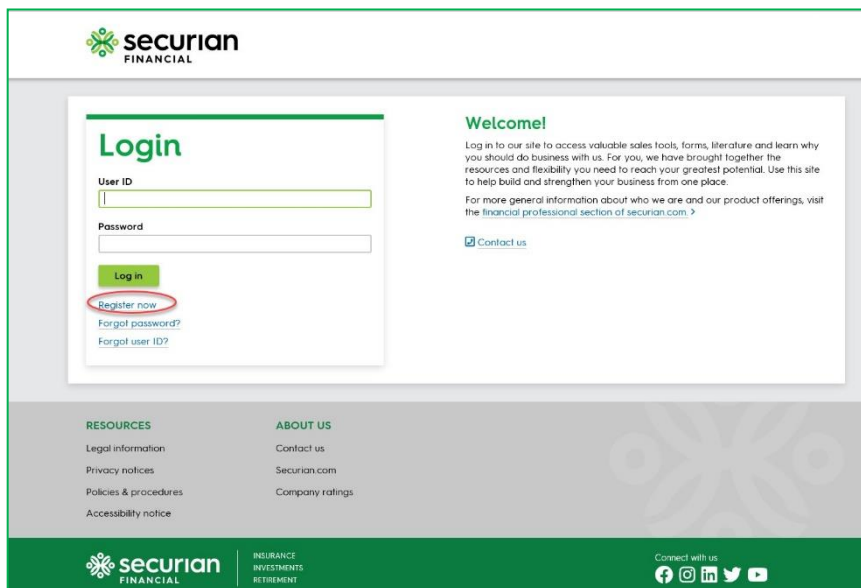
To self-register, navigate to www.securian.com/fiapply and select “Register now”.

Register Today!

www.securian.com/fiapply

Questions?

Call (888) 413-7860; option 7



The screenshot shows the Securian Financial website's login page. The top left features the Securian Financial logo. The main content area is divided into two sections: a 'Login' form on the left and a 'Welcome!' message on the right. The 'Login' form includes fields for 'User ID' and 'Password', a 'Log in' button, and a 'Register now' link circled in red. Below the 'Log in' button are links for 'Forgot password?' and 'Forgot user ID?'. The 'Welcome!' message provides information about the site's resources and a 'Contact us' link. The footer contains navigation links for 'RESOURCES' and 'ABOUT US', the Securian Financial logo, and social media icons.

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Login

User ID
[input field]

Password
[input field]

[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 www.securian.com.

[Contact us](#)

RESOURCES
Legal information
Privacy notices
Policies & procedures
Accessibility notice

ABOUT US
Contact us
Securian.com
Company ratings


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INSURANCE
INVESTMENTS
RETIREMENT

Connect with us
[f](#) [i](#) [l](#) [t](#) [v](#)

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.



Getting started My information Login information

About me

First name

Middle name (optional)

Last name

City

State

Date of birth

Last 4 digits of Social Security Number

Business info

Broker code

Contact info

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

Confirm business email

Primary phone Primary phone type

[Add another phone number](#)

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...

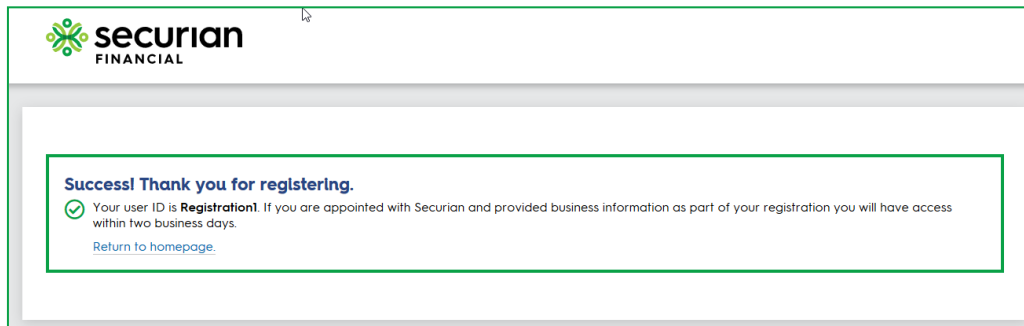
Identity verification answer
Answers are case sensitive.

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.

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DOFU 12-2019

