



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 11

"Why We Do What We Do"

To Our Valued Friends and Agents:

Sometimes the word "coincidence" doesn't do a situation justice and I'll explain in a minute. Last week I was sitting in front of my computer pondering some real-life stories I wanted to share with you for the June "Cary's Corner." All of a sudden, I received an e-mail from Tara, one of our agents in the state of Washington. After reading Tara's words once, twice, and then three times, I actually felt tears running down the side of my face. The fact that something I do dozens of times a day for so many different agents and families was so appreciated by both an agent and her clients, absolutely left me speechless. Tara's e-mail is below and I ask each of you to please take a minute or two and read it. I think you'll agree with Tara that what we all do each and every day is so meaningful to so many people.

"Dear Cary, I wanted to thank you very much for going out of your way to help my client. You reached out to ANICO and were successful in having my client achieve an improved rating which made all the difference in placing this policy. You have built an amazing organization that beyond being a joy to work with, is kind and compassionate as well. They are clearly a reflection of your leadership and actions.

This specific case involved a family of First Responders – who are battling on the front lines with COVID daily. This client is Fire Fighter/ Paramedic, his wife is the Chief ER nurse for their tiny hospital (one doc, 2 nurses). Their 19-year-old son is a volunteer Fire Fighter for their rural community as well. They have 4 school-aged children and care for two of their aging parents full

-time. They haven't missed a day of work during this COVID crisis. I met with the family two days ago to assist them in deciding what coverage they can afford with the improved rating you were able to secure for them. The wife had just broken her ankle moving a patient from a wheelchair into their car. Yet she is still reporting for work today and in the next 48 hours, she'll be on her feet, (in a walking boot), because her tiny community and hospital need her. This is the family you helped when you made time from your busy schedule to improve their situation. I shared with the family that you interceded on their behalf to help them afford coverage.

From myself and my clients, your time, knowledge, and commitment to helping people – means the world and is greatly appreciated."

After reading Tara's story, I ask each of you to stay committed, focused, and never give up on asking your clients and prospects to do the right thing. And what is that? Very simply, protect their families now for when they'll need it the most. And always remember, no one else does what you do. You provide help when no one else can, you provide financial security when no one else does, and you allow surviving adults and children to stay together and love each other when a family member passes away. Please don't focus on compensation, participation rates, or table ratings. As a life insurance agent, never forget only you can do for people what no one else can...Help them when they need help more than ever.

- Cary A. Levinson, President,
Levinson & Associates