



Cary's Corner

Sponsored by Levinson & Associates

From the desk of Cary A. Levinson

Cary's Corner – Volume 18

"A word of caution as we head into the New Year"

To Our Valued Friends and Agents:

As 2022 is already upon us and our New Year's resolutions, dreams, and goals are indelibly imprinted within our minds, we should all be very excited about continuing our quest to help others when they need it the most.

So why is it that some of you have already shared stories with me about competitors of ours who continue to say and do anything to get you to switch IMO's? Why, in only the first week of January, are you being told that you can be earning 160% commission and \$65,000 weekly with minimal effort? Why are you still being asked to bring your cousins, aunts, uncles, and parents into the insurance business to buy policies on themselves and then sell to their best friends? And, why are you told you must buy expensive leads as a requirement of working in that organization? And finally, if you decide to leave them, why do you lose your entire book of business including all of your remaining first-year commission and renewals?

It's way too early in the year to be surrounded by such lies and scams however, these dishonest phonies never stop. Most are relentless in painting a beautiful picture and trying desperately to get you to switch with promises of comprehensive training, 100% lead guarantees, and ridiculously high commissions. So, does it ever end? I'm

afraid not. Not in January, not in June, not in September, or not in December. The plain truth is it never ends. So this Cary's Corner is a warning, be prepared for the scoundrels and villains to sell you on something that may appeal to you. But all I ask is to please never lose sight of what you do for others. Only you can help others when life becomes insurmountable for them when they lose a loved one. Only you can provide a guaranteed lifetime income or nursing home care at that point in their life. But please always remain professional, honest, and transparent. Just like there are no shortcuts in life, there are none in our business. I heard someone say many years ago, "if it seems too good to be true, it probably is."

So, if you decided to partner with Levinson, or one of the many other ethical IMO's in our industry, kudos to you. There are many professionals in our industry who do exactly what Levinson does and they too, do what we do honestly, fairly, and with integrity. So stay focused, stay enthusiastic and work hard, and when you get an e-mail, a phone call or see an ad that's an obvious scam, laugh and look the other way. Happy New Year from the entire Levinson team.

- Cary A. Levinson, President,
Levinson & Associates