



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 23

"The Facts About Certain IMOs That Will Shock You"

Dear Valued Friends and Agents:

I guess one of the things I should think about more often, but I really don't, is how fortunate I am at my age, to wake up five days a week and spend from 9:00 a.m. – 6:00 p.m. with my family and so many business associates who have literally become part of the "Levinson family." I am so fortunate and truly blessed. Of course, you know how Bill joined us 25 years ago and the impact he's made on our business. He was nicknamed the "Disruptor" by Insurance News Net magazine for very good reason. We were a Florida IMO with approximately 200 agents, and he said "Dad, we're different, let's go nationwide with our business." Well, that was 1997, and I am so proud to say that today we are in every state in the country and 22,000+ agents are contracted with Levinson, with at least one carrier. And my daughter, Heidi, has been so instrumental in building and structuring our Licensing and Contracting dep't. for over 20 years, as well. She has made friends and established relationships with our carriers and so many of our agents through the years while helping them get contracted in the states they requested. And, of course, my office Manager for 50 years has been my wonderful wife Ena, who has guided and helped us stay on track toward continuous growth, honesty and transparency in the most emotionally rewarding industry anywhere. Our agents confide in her as a friend and know she is always there for them. And if this wasn't enough, I can honestly say we have the best, hard-working, honest, and loyal associates anywhere, in any business. And I get to spend every day in this environment with my family and the best employees ever. Under these wonderful circumstances, all I can say to my good friends is "No, I'm not ready to retire quite yet and play golf in the rain with you."

Additionally, I also feel it's important to comment about this next point. Most of our competitors when they launch a new lead program, tech vendor or sales concept for their agents, they always ask "what's in it for us?" Making a profit to most other IMO's is pivotal in

deciding if they're going to move ahead or not with a specific program for their agents. I am proud to say that we have never done that in 50 years of being an IMO. Our agents come first, certainly way ahead of any lead vendors who may be promising us "Big Bucks" for recommending them. We make our override when our agents sell & place business, not from anything else. So, always rest assured that if we make a recommendation to you, we are 100% convinced it is in your best interests, not ours.

In closing, I feel this final point is extremely important, as well. Out of 100+ IMO's nationwide, statistics indicate that only 20%-25% did not close their doors, were not acquired by a larger company or hedge fund or, did not merge with another IMO due to business trending downward. Levinson & Associates is one of the very few IMO's that is still family owned and operated by the founding owners who started the company over 50 years ago. We have never resorted to unethical practices hurting our agents, ultimately leading to lawsuits like several of our competitors today. And even though our technology is light years ahead of our competitors, our ethics remain exactly as they were since our company's inception. If you feel there is a benefit in working with an organization like ours, that's our ultimate goal and desire. To Levinson, you are special, and you are family, and our service will continue to be unparalleled. Our commission to our agents will always be fair and generous and our product portfolio will always be varied and competitive.

So, on behalf of my son Bill, my daughter Heidi, my wife Ena and our 20 full time employees, thank you so much for the past 50 years, as they have been truly unbelievable. And always please remember that without you, we're just another Brokerage Agency. Together, you make us all special.

- **Cary A. Levinson, President**, Levinson & Associates