



# Cary's Corner

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## From the desk of Cary A. Levinson

### **Cary's Corner – Volume 24**

*"Giving Thanks For The Life We Lead"*

Dear Valued Friends and Agents:

As Thanksgiving is upon us, and Christmas, Hannukah, and New Year's are literally around the corner, I can't think of a better time for each of us to give thanks for the life we lead, our undying goal to help others, our health, and our wonderful families. With each passing year, I feel more blessed to be part of an equation in which you, our agents, are helping thousands of people when they need it the most. When someone passes, everyone's hand is out trying to collect debt, rent, mortgage, utilities etc. But not yours....your hand is out, but it is not trying to collect anything, it is giving. It is giving to keep families in their homes, it is giving to keep children with their surviving parent, it is giving to literally feed all family members and it is giving so that all can maintain a lifestyle as close to what they have become accustomed to as possible. You, as their life insurance agent, have given them the hope and the desire to suffer through the pain and move ahead without their loved one. You indeed are special beyond words. You fight through adversity; you live through objections and you handle disappointment. But in the end, no one does what you do when suffering people need you the most.

And to say our business has changed since I became an agent 52 years ago is somewhat of an understatement. I spent everyday door knocking in various industrial parks in Miami and Ft. Lauderdale. I spent countless hours on the phone getting the names of people to call from the Yellow Pages. I sent out postcards hoping to get one interested prospect out of 1,000. And as some of you already know, when my young children went to a birthday party, I wrapped their gifts in a Metropolitan Life application instead of wrapping paper. This way, when the parents of the birthday boy or girl unwrapped the present, they would always ask me, "What's this?" And of course,

that always led to a conversation about the importance of life insurance. But while I was cold calling, I was yelled at, literally spit at, cursed out more than you know, and in one instance, a business owner I was trying to introduce myself to, opened a door in the back of his store, and a 100-pound German Shepard bolted out and chased me down the street. Maybe that's funny today, but when I was running for my life, it sure wasn't funny.

Today, agents can do things a little bit differently with Levinson & Associates' tools, programs and technology. You have Ringy, Insure Me Now Direct, the SAGE program, Legacy Armour and CRM tools to help you prospect. Also, Levinson brings you various co-op life and Annuity lead programs you can take advantage of at any time. Underwriting tools such as E-Genius and XRAE are also available to you along with the extensive experience of our 27 employees. They will help you from Licensing and Contracting, processing your cases, and answering any Marketing questions you may have. And with all of the tools available to you, many agents never leave their home because everything can be done online. And rest assured, we're not stopping here. Our promise to our agents is that we will continue to bring you the newest technology and ideas to help you elevate your practice even higher. So, in the end, our business is all about helping others when others need us the most. Whether you've been an agent for 40 years or 40 minutes and you've chosen to partner with Levinson & Associates, we extend a heartfelt thank you to each and every one of you, and our hope is to earn your business for many, many more years to come.

Happy Thanksgiving!

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