



Cary's Corner

Sponsored by Levinson & Associates

From the desk of Cary A. Levinson

Cary's Corner – Volume 25

"We Must Remain Committed"

To Our Valued Friends and Agents:

With Christmas and Hannukah behind us, and New Year's right around the corner, I am extremely excited to begin another year with our team of Agents, General Agents and employees at Levinson & Associates. Our new and amazing technology, our unique lead programs and the new products, carriers and underwriting programs we can now offer all of you, promises to make 2023 our most exciting and successful year ever for each of you. And as you all know, we never stop! We continue to search for new ideas, programs and technology to help you become the very best you can be. 2022 has been a fantastic year and we owe it all to you, our partners.

And speaking of 2023, I'd like to remind everyone that the Levinson Expo and Symposium is April 21st, 2023. Once again, the venue will be the beautiful Embassy Suites Resort and Spa in Deerfield Beach, Fla. and all contracted Levinson agents are more than welcome to attend. Admission is always complimentary and we'll be giving away gifts and cash prizes throughout the day. And of course, the emphasis of the Expo as always, will be our core carriers sharing sales ideas and sales concepts with our agents to help you elevate and expand your practice. We guarantee you that by the end of the day you will have gotten at least one sales idea you can incorporate into your presentation to help your clients. And as I think about our Expo, I can't help but smile because 15 years ago our first Expo was in our conference room with 17 agents and 2 carriers presenting. In 2023, we expect between 250 and 300 agents and 11 core carriers will be sharing sales ideas. With each passing year, every Expo has grown larger in

agent attendance, more meaningful in carrier presentations and simply more educational for our agents. So, we all look forward to seeing you then.

On a much sadder note, last week, an associate of one of our local agents in Palm Beach County was driving home from an appointment in very inclement weather. Needless to say, it was the day before Christmas and he was in a hurry to get home to his wife and 5 young children. Not realizing the rain was continuing to pour down, he never slowed down and never pulled off to the side of the road. He wound up skidding across an intersection, hitting a light pole he never saw and killing himself instantaneously. I guess the point here is that tragedy can strike anyone at any time and the need for life insurance has no seasonal boundaries, no religious or racial preferences and certainly no socio-economic parameters. Death can strike anyone at any time.

So, as we enter 2023, let's never forget the importance and magnitude of what we all do each and every day. I know I've said this before in prior Cary's Corners, but what we do keeps children in the same house they're growing up in, in the same school they're familiar with, allows them to keep the same friends they currently have and most importantly, allows them to continue to live with their sole surviving parent. I beg you all to stay passionate and committed to continuing your never-ending mission. Happy New Year to all of you and your families.

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