



# Cary's Corner

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## **From the desk of Cary A. Levinson**

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### ***We Must Never Forget Why We Do What We Do.***

Dear Friends and Valued Agents:

Last week, I unfortunately spent the day at a funeral service for the daughter of our very dear friends. She was 44 years old, happily married for 10 years, with 2 lovely children, and as healthy and pleasant as one could imagine. Her parents are our neighbors and very close friends. They had just made arrangements to fly her body down from her home in New Jersey to decide on a cemetery for her final resting place in Florida. Nothing in life can be more devastating, so why do I share this emotional story with you, and why do I want you to understand this nightmare as I do? Quite frankly, if she was in her 80's or 90's, I could justify in my own mind that she had a rich and full life but at some time, we all must pass. This is so painful because she just began experiencing life and the joys that accompany it. So why did this happen to her, her husband, her children, her parents, her relatives, and her friends? Why are we all suffering so terribly right now? No one has that answer, but whenever something like this occurs, it just makes me realize even after 52 years in our business, that no one can heal the pain, but we can certainly make a difference.

Only insurance men and women can keep the remaining parent and the children in the same school, the same home, the same neighborhood and in fact, keep the entire family together. Only insurance professionals can keep the standard of living similar to what it was prior to a tragedy. My point is this... Does it really matter in the long run if a life insurance sale is made technologically online, or whether an agent drove an hour and a half to a prospect's home or business and helped him or her plan financially? Of course, platforms like Levinson's "Sell While You Sleep" Insure Me Now Direct is fantastic for helping agents generate sales, but what about the agents who still prefer door knocking and personal interviews? Is there a right or wrong way to build a career in our business? I feel so strongly the answer is "NO." If you are to succeed in this admittedly, very difficult industry, you must wake up every day committed, enthusiastic and yes, relentless in wanting to help others. Of course, the rating of the carrier is important, commissions and compensation is important and how easy it is to do business with a carrier is of key importance, but what should be the agent's main concern at the end of the day? Very simply, the desire to help families.

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I want to repeat that a huge goal of the Levinson team is to help our 23,000 agents become as successful as possible in our business. We continuously invest our time, assets and other resources in you, our valued agent. Recently developed platforms like “Revenue Accelerator” and “Revenue Booster” make selling over the phone and online simple for all agents who want to try our technology, in addition to the other ways that they market themselves. How you sell is entirely up to you. I know very successful agents who drive to a mall at 9:00 o’clock and begin walking into stores and restaurants handing out business cards to managers and employees. I also know agents who rarely leave their home and focus strictly on the Levinson tools and programs to generate traffic to their website.

We provide traditional tools, up-to-date programs, and cutting-edge resources and information available to our agents to market themselves. The right way to reach your customer is how you and your customer feel comfortable. Personal service, compassion and understanding are important values for any agent. Just know at Levinson & Associates, our team is here all day, every day to help you be successful. Please never forget what separates you is the desire to help others before a tragedy occurs, so that when life happens, the families you helped along the way have what they need when they need it most.

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

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