



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 7

"What our Industry Really Means to Me"

Hopefully, our entire family of friends and agents is staying safe and healthy during these most difficult times. In this version of "Cary's Corner" I thought I would share a personal incident with you. Last Saturday evening, my wife and I met our good friends for dinner at our favorite local restaurant. Of course we followed all COVID-19 guidelines entering the restaurant. At some time during the evening, my friend said, "Cary, I'm getting so bored of playing golf seven days a week, I need to find something to do to kill some time." He said he needed to start staying busy more and he wanted some purpose to his life now that he was fully retired. After a few minutes of this conversation, he blurted out "Hey, why don't I become an insurance agent just like you?" I laughed and said, "You know, that's really a good idea, but I'm really not an insurance agent because I don't sell insurance anymore." But I said if the idea appeals to you, get your license because it will help keep you busy. This conversation was a week ago and nothing further has been mentioned about my friend becoming a life insurance agent. But quite frankly, the more I thought of what he wanted to do simply to keep busy, the more I took offense at his plan. I am in the life insurance profession since I'm 21 years old and now that I'm 71, I realize it has been my

entire adult life. I have personally handed hysterical widows checks, I have kept families together and I have kept single parents and their children in their homes when they needed help more than any other time in their lives. When people need someone to turn to in desperate times, the professional life insurance agent should be that person. And I have been that person. Maybe I'm 100% wrong for being upset with my friend because he wants to be an agent to kill time. If he only knew what this business has done for me and what the real agent does, I don't think he'd be looking at it as a substitute for playing golf. Notably, September is Life Insurance Awareness month and the world has changed, and we are all navigating a "new normal". With this change, comes a renewed awareness that the unexpected can happen at any time. Life Insurance Awareness month has never been more relevant in these uncertain times. Now is the time to be speaking to your prospects and clients about the importance of life insurance to protect their loved ones. Call a Levinson & Associates Marketing Manager to get your LIAM marketing materials today. Thank you all.

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