



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 30

Taking Life Day By Day

Dear Valued Friends and Agents:

As we say good bye to Thanksgiving and welcome Christmas, the realization that 2023 is nearly over is upon us. Firstly, on behalf of the entire Levinson team, we certainly hope everyone had a fantastic Thanksgiving with family and loved ones. And, of course, we all wish our friends and agents the very merriest Christmas and may everyone find love and happiness this holiday season. As we gear up for New Year's, we are preparing our entire field force for new technology, unique sales concepts and new lead generating ideas to help everyone's practice as we get ready for 2024. Two new carriers just joined our "Insure Me Now Direct" family of companies, the Revenue Accelerator is great for agents who prefer e-mail marketing, Ringy has updated their platform which now includes AI technology and "Marketing in a Box" provides our agents with new tools and techniques for social media marketing. And certainly, make every attempt to attend our upcoming Levinson Agent Life and Annuity 2024 Expo. Save the date of April 12th for our 16th, and most informative sales convention ever. Allow our Marketing team to elevate your practice to levels never be-

fore achieved, and listen to sales ideas from 12 carrier V.P.'s and Marketing experts from every facet of the life and annuity industry. And as always, it is 100% complimentary for all contracted Levinson agents. The venue is the same in Deerfield Beach, Florida and once again you can qualify to win 1 or 2 hotel nights and free airfare through production right now.

Ironically, just a few minutes ago, I received a call from one of our carriers with a gentleman on the other line who was looking to get some quotes for a term life policy. He said he needed anywhere from \$50,000 to a maximum of \$100,000 of coverage for burial purposes. Before I referred the call to one of our agents in South Carolina where he lives, I started asking the routine questions such as his name, date of birth, phone number and e-mail address. Before he answered, he said he needed a minute to compose himself and he began crying on the phone. I asked him if he'd like me to call him back and he said no, he was fine, but apologized for crying on the line. He then told me that he unexpectedly lost his wife at age 53 on Thanksgiving Day. He repeated she was perfectly healthy, worked out every day

and never took any medication whatsoever. She didn't own any life insurance at all because he, nor his adult children ever thought she would need it. Now his son and daughter were insisting he purchase enough coverage for a simple burial.

By the time my tears stopped, I must have said "I'm so sorry, I'm so sorry" at least 10 times and then I transferred the call to one of our agents in South Carolina. Right afterwards, I sat in my chair staring at my computer, just thinking about what we do as agents each and every day. His children realized that they couldn't suffer like this again if something happened to their father. After 52 years in our business, I am still so impacted by this type of tragedy, but how a professional, compassionate insurance agent is the only person who can bring hope and guarantee financial comfort. They lost their mother 3 weeks ago and

now realize how important life insurance really is. And this prospect was only 58 years old not wanting quotes for \$1,000,000 or \$2,000,000 of coverage. He said a \$50,000 policy would be more than sufficient but wanted to know if he could afford \$100,000 of coverage. Granted this isn't a large sale but we should all think about what this family is going through and how we can help.

I would like to wish all Levinson agents the happiest and healthiest of New Years and ask you to please never stop helping others when they need you the most. And thank you once again for your friendship, loyalty and commitment.

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