



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 31

“Does it Really Matter How the Sale Was Made?”

Dear Valued Friends and Agents:

As we all continue to work our way through 2024, I understand that many of our agents are having their best year ever. This is so exciting to hear as I speak to so many of you when I make my weekly “Top Producer List” phone calls. Again, many of you know that if you submit a case over \$5,000.00 of annualized premium, I will call and congratulate you on the submission of the application. I will also contact you every 10 days and give you an update and let you know how things are progressing as we head toward the issuance and placement of the policy. I'm delighted to inform you that my “Top Producer List” has expanded tremendously, not only as far as the number of agents I speak to, but also the amount of premium per case has grown tremendously. This week alone I congratulated one of our agents on placing 2 policies for a buy-sell agreement for \$106,000.00 of total premium. Last week, I spoke with another agent who placed a \$117,000.00 IUL. And, congratulations once again to our agent who placed \$106,000.00 monthly case last quarter. And that's not a misprint, it was \$106,000.00 per month of target

premium. I find it so exciting to speak to our agents who are having this level of success.

And as I think about our agents and the success they're experiencing, I can't help but realize so many of you prospect, market and sell so differently. With all the tools and technology Levinson offers its agents, many of you take advantage of them to help you maintain and grow your practice. Many of you use “Insure Me Now Direct,” Agency Automator with the website, Ringy and many other forms of social media marketing. Others use our lead programs and post your services on Facebook. In fact, we have agencies and agents in every state who rarely leave their homes or offices and never meet a prospect or client. Others experience success the more traditional way, such as cold calling, and scheduling appointments to meet their prospects. I know a number of Levinson agents who will drive 3, 4 or even 5 hours to have a meeting with a prospect. In fact, one agent comes to mind who wakes up every day in Pennsylvania, gets in his car and drives to restaurants, primarily pizza parlors. There, he introduces himself to the owner and then schedules appointments for convenient times in the future. He is extremely successful, and

this is all he does. He has no staff other than his wife who helps him with paper-work, he never uses technology of any kind and purposely shies away from everything but going into pizza restaurants and introducing himself. And in reality, the same mindset can be used when it comes to marketing annuities. Many of our multi-million dollar annuity producers prospect using Levinson tools such as Annuity Rate Watch, social media marketing and technology. Others join fraternity clubs, bowling leagues, Churches and Temples, and political organizations where they market annuities. One story comes to mind where one of our agents sold \$1,500,000.00 Fixed Indexed Annuity to his bowling partner because he happened to bring up the subject of retirement in the middle of a bowling tournament.

It's obvious to me there is no right or wrong way to succeed in the life insurance industry. Levinson has a library of the most technological tools anywhere in the country and we make them all available, to all of our contracted agents. Many of you use them

daily, and the feedback we receive is extremely positive. Others of you continue to succeed the more traditional way, but the real question is, does it really matter? I don't believe it does as long as hard work, dedication and passion accompany your work ethic. Just know that when others need you the most, under the most tragic circumstances, you are there. When young children are able to stay in their home and attend their school living with their one surviving parent, does it really matter how that life insurance policy was sold? Does it really matter if that death payment was a result of a pizza restaurant cold call or an Insure Me Now Direct lead? That's up to each and every one of you to decide, but just know that Levinson & Associates is right here by your side regardless of what you may need. Continued success, my friends!

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