



CARY'S CORNER

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Volume 36

"Be a Part Of The 10% That Make it, and Not The 90% That Don't"

Dear Valued Friends & Agents:

As summer draws near and 100 degree days are already upon us in Florida, I think of my old, snow shoveling days in New York to help me get through them. In any event, roughly halfway through the year, my hope is that all of our Levinson agents are hitting their goals and helping their prospects and clients as efficiently as possible. That certainly is our mission, to help each and every one of you attain personal success and keep families together in the worst possible times.

After 53 years of being in our industry, I am still baffled about one thing, however. Why do so many men and women make a strong commitment to enter the life insurance arena, yet fail so dramatically, so quickly? After all, no one does what we do to help others, so why is it so difficult to make a career in our industry? I read an article not too long ago that stated that 80% of new insurance agents working with Independent Marketing Organizations failed and quit within their first 12 months of getting their license. As if that wasn't bad enough, sometime within the following 5 years after that, 80% of the remaining new insurance agents struggled and quit. That is amazingly, a 90% total failure rate for new insurance agents after a very short time of committing to help others. So why does this remain a fact since 1972 when I started my career?

Why do we continue to lose so many qualified and committed agents year after year?

After speaking to many, many associates of mine, there are very few Independent Marketing Organizations that do not experience a 90% failure rate of their new insurance agents. After carefully thinking about what the most successful IMO's should be doing to prevent this from occurring, I feel that Levinson & Associates provide the tools, the training, the technology, the product portfolio, the commission structure and the overall support our agents need and request every day. From our weekly webinars, our quarterly in-person agent training sessions, our annual Levinson Expo and Symposium and our daily product support, we help our agents, both rookies and veterans, to succeed. Our Licensing and Contracting Dep't. helps our agents get contracted with the carriers they want in the states they wish to sell in. We hear every single day how easy they make a complicated process. Additionally, our Case Management Dep't. is the liaison between the home offices and our agents who have pending business with those carriers. Levinson Case Managers give our agents weekly status reports and keep them informed from application submission to placement of the policy and commissions. And our Marketing Dep't. is renowned for helping our agents with product details, running illustrations, knowing which carriers have the best products for certain sales situations and knowing which companies are most aggressive for certain health impairments. We also provide lead programs at a nominal cost that our agents can participate in. Some other details that separate us from most other IMO's and reduce our agent failure rate are free websites, incentives like "Cash for Contracting," Leads for Contracting," Ringy, our exclusive, complimentary sales program that we developed called "Sell While You Sleep," and cash incentives.

Additionally, you will always be the Agent of Record, you will always receive renewals and whether you're working directly with us or a Levinson General Agency, you will always have the best possible service available and the most competitive product portfolio. And, don't forget our orphan lead incentive. Once you produce \$10,000 of earned premium, you become eligible for a batch of orphan policyholder leads, not to mention our co-op lead program. We also have the Levinson bonus incentive where we incentivize our agents with monthly cash bonuses above and beyond normal carrier commissions. And finally, we're always here to answer the phone, help you with whatever you may need to help you make a sale and we always provide you with new prospecting ideas to elevate your practice.

It's certainly not a coincidence that most new agents who commit to our industry and affiliate with Levinson & Associates enjoy longevity in our industry. I'm so proud to say that we have agents working with us 20, 25 and even 30 years who began as rookies with us. If you're new in our industry or a seasoned veteran, our promise to you is the same. We offer every one of our 24,000+ Levinson agents the most competitive product portfolio, fair and generous compensation and unparalleled service so unique in our industry. Thank you to each and every one of you who allow us to help you grow your practice each and every day.

Cary A. Levinson

President of Levinson & Associates

