

What to Do When Insurance Goes 'Amazon'

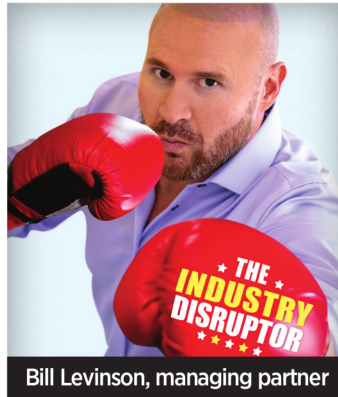
Direct-to-consumer policies DOUBLED in the past 2 years. Here's how agents can set up a D2C selling machine!

Facts are facts. Consumers are ditching agents and opting to purchase policies online. It's a trend that's doubled in the past two years. And according to every credible source, there are no signs of it slowing down.

While this movement may cause many agents to hit the panic button and focus only on high-net-worth prospects and policies that require face-to-face meetings, others are turning this growing trend into an automated sales machine.

And **Bill Levinson**, managing partner at Levinson & Associates, is at the forefront.

"There's a monumental push for a 'shopping cart' approach to insurance. And agents need to realize that it's not their nemesis; it's their friend. Consumer-driven insurance policies are the future," states Levinson.



Bill Levinson, managing partner

"Our agents are among the most successful because we give them virtually every piece of tech available to market themselves better ..."

Always eager to launch the most cutting-edge tools for agents, Levinson just unleashed a brand-new online shopping platform. It's called Sell While You Sleep (SWYS) because it's so hands-free that an agent can be credited for selling a policy without lifting a finger.

This revolutionary insurance shopping experience allows prospects to research, quote and apply online for (so far) Life, Health, CI, DI and Guaranteed Issue policies. And they can do so with the greatest of ease.

"We wanted to create the ultimate insurance shopping experience — complete with as many product options as possible. And we wanted to make it as easy as looking for a product on a site like Amazon. We wanted to host it right on each of our agents' websites, letting anyone who quotes, applies and buys a policy to give full commissions and renewals to the agent," Levinson explains.

In fact, because Levinson & Associates believes it to be a conflict of interest to compete with their agents, prospects looking for any SWYS products must buy them from an agent's site.

Of course, having a website and products is pointless if you can't drive traffic to your site. Marketing yourself is, after all, agents' greatest expense AND the most challenging aspect they face. It also happens to be an area where

Levinson & Associates — again — takes the upper hand.

Alongside the groundbreaking SWYS platform is a state-of-the-art CRM and marketing powerhouse given to every active agent — Agency Automator.

Thanks to its built-in social media, email, drip, banner and retargeting capabilities, this proprietary software helps drive web traffic and agent sales through the roof.

No longer do you have to worry about how to set up complicated campaigns or determine the best approach for social media to drive prospects to a website; Agency Automator has the tools ready and right at your

disposal — in addition to feeding all the information into its built-in CRM, which also delivers 1,000 prospects monthly.

"Our software developers and marketing team work around the clock to make sure our platforms don't just keep up with the trends, we [also] set them," says Levinson.

Agency Automator is there to help agents market themselves successfully and to drive traffic to their sites. SWYS lets prospects shop, quote and buy insurance products on the spot as easily as they buy anything else online. If someone visits a site and doesn't buy, ads known as banners will appear on websites that the prospect visits later. That can drastically increase prospect-to-client conversions and drive lots of traffic to your site — all without any agent involvement.

"I'm proud to say that our agents are among the most successful because we give them virtually every piece of tech available to market themselves better to help protect more families, including free college scholarship programs offered to every prospect and client," Levinson explains. "That's why we've been voted 2018's most disruptive IMO in America. And that's why agents come to us in record numbers every year."



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To see for yourself what separates Levinson & Associates' agents from other IMOs and to download a free copy of their *E-Marketing Resources for Insurance Agents* handbook, visit **www.TheTopIMO.com**