

BILL LEVINSON

The Name Synonymous With Industry Innovation

Since taking the reins as managing partner at Levinson & Associates, Bill Levinson's been transforming the industry with marketing tools and software so monumental, the entire world is taking notice.

A member of several boards, including NAILBA's ASNG group and a guest speaker for ACORD/LIMRA and iPipeline's annual conference, his breakthroughs and thought leadership can be found everywhere, from industry publications and international news outlets to high-profile tech showcases.

Most important, Levinson & Associates has revolutionized the way more than 14,000 agents — found in every city — market and write business, something he attributes to his own struggles.

"Inspired by my father, Cary Levinson, more than 20 years ago, I entered the insurance industry looking for a job," he explained. "I was given a list of names, a telephone, and was told to create and maintain relationships. I stumbled and hit roadblocks just like everyone does. Each time, I used them as an opportunity to find ways to make agents' lives easier," he continued.

"It didn't happen overnight. But eventually, I got in front of web developers, product designers and software engineers. The rest, as they say, is history."

Innovation after innovation soon followed, each one enhancing the way agents market and write business.

One such idea, for example, gave agents access to an exclusive platform letting them offer college scholarships to prospects just for meeting — no purchase necessary.

"It was a game changer," Bill admitted. "Suddenly, leads poured in. Prospects started

calling agents. Appointment calendars filled up. Sales went through the roof. And best of all, it was effortless!"

Another slam-dunk breakthrough offered to Levinson & Associates agents can be found right on an agent's website; it allows prospects searching for insurance to run their own quotes and even buy their own policies — with no agent interaction.

And at the end of the day, the agent still gets full commission plus renewals for the sale!



It's called "Sell While You Sleep." And it's a part of the Levinson & Associates I-Genius platform, a turnkey system that handles virtually all of an agent's marketing/sales needs automatically — including 1,000 prospects monthly.

"We know that most IMOs offer the same core products," Bill explained. "But if an agent doesn't know how to market and sell them, it does him no good. That's why we made sure to also supply all agents with

proven marketing tools and a CRM platform that automatically drives traffic to their website (Agency Automator)."

If a prospect visits an agent's website and doesn't purchase a policy, it's still a win for the agent. The prospect's information — including what they were shopping for — is recorded and entered in an email campaign for the agent to follow up on later.

And in the event you'd like someone else to call on those leads and set appointments for you, they've recently added a virtual assistant to help with that as well.

In other words, agents at Levinson & Associates are handed every tool imaginable for success. There's even a Levinson app to access all their needs on the fly.

"We supply agents with not only the tools they **need** to be successful, but also the tools they **want** to be successful. Almost every innovation we've launched has come directly from wishes by agents in the field," he continued.

"Part of what makes them more successful than agents elsewhere, why we've seen such a huge increase in our workforce and why we've been featured as the top agent's IMO in 2017 is because we listen."

Listen is right. You'll find suggestion boxes throughout the Levinson & Associates headquarters in southern Florida, and with every weekly live training session, webinar, company email and other interaction — like their annual agent expo — this national IMO encourages agents to share their ideas.

Each one of them is personally read by Bill and brought up during his weekly Marketing Lab board meetings, where they discuss and develop the industry's next innovations.

To find out more about the breakthroughs fueling Levinson & Associate's army of successful agents, visit www.ElevatingAgents.com today to download the Levinson Playbook and their bulletproof referral guide **ABSOLUTELY FREE!**