

# The Bill Levinson FOCUS



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## Online Life Insurance Platform Meets Next Generation Of Client Needs

**Bill L. Levinson**

**Y**our client base is rapidly changing. And it could mean you're leaving easy opportunities on the table.

When I started in this business, face-to-face interactions, multiple appointments, and constant phone calls were the norm. That's how most clients (the Silent Generation and early Baby Boomers) preferred to do business. And frankly, that's how I still prefer to handle things.

These days, however, a new client base is entering the market. It's a generation of client-driven shoppers, where people prefer to research and (if possible) buy online, instead of call, meet, and interact.

That goes for most forms of insurance, too. From rental, homeowners, and auto all the way to health.

When it comes to life insurance, however, **most companies remain in the Stone Age**, refusing to meet the demands of the modern consumer. And that means you could be leaving easy opportunities and commissions on the table.

... commissions you can even earn while you sleep.

At Levinson & Associates, for example, all active agents are equipped with **Lightning Term Sales Platforms®** right on their own website.

This unique feature allows clients to quote AND purchase their own term life policies up to \$150,000 directly from the agent's website – giving the agent credit and commission for the sale, without the need for interaction.

And as an added incentive, clients purchasing **Lightning Term®** through a Levinson & Associates agent website also receive up to one free year of tuition at 340+ colleges and universities across the country.

**While we strongly advise agent involvement for policies larger than \$150,000**, if your agency or IMO doesn't offer clients the ability to purchase online, you can rest assured this emerging market will find an agency that does. •

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**Bill L. Levinson** is the managing partner of Levinson & Associates, a national life and annuity IMO since 1972 found online at [www.carylevinson.com](http://www.carylevinson.com).

