



TOTAL INCOME



16.15 MS
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The Battle For The Dashboard

Insurance technology's long road to an Uber-like experience **P.20**



THE **TECH** GUIDE

2019 Tech Issue,
Featuring



LIFE & ANNUITY IMO SINCE 1972

New Insurance Platform InsureMeNowDirect.com Gets Rave 5-Star Reviews

You probably don't reflect on the events of August 26. That's OK. For most insurance agents, there was nothing special about the day. Just another Monday. Business as usual.

For those quietly tuning into an invitation-only Levinson & Associates webinar, however, it was a date that will not soon be forgotten.

By the three-minute mark, it became clear that the organization and its agents were **leaping years ahead of virtually every IMO in the country.**

Industry firsts are what many have come to expect from the Florida-based national IMO, est 1972. Creating trends instead of following them is how the IMO soared from a couple hundred to more than 17,000 agents in a few short years.

But this ... this webinar introduced an entirely new level of dominance and firmly established Levinson & Associates as the leader in agent tech for years to come. So what happened?

As Managing Partner Bill Levinson put it: "People — especially younger generations — want to buy everything online, insurance too. Not just property and casualty, either. **Modern consumers want to satisfy all of their insurance needs online or through an app.** That's exactly what our new platform enables."

The webinar — now viewable following the website at the end — marked the launch of a new agent platform that can only be described as the "Amazon of insurance."

The agent-facing side of the platform is called Sell While You Sleep (SWYS). The consumer-facing side is known as **InsureMeNowDirect.com.**

It's officially **the first agent-to-consumer platform** where customers can compare and purchase myriad insurance products (including critical illness/cancer, accident, life, dental/vision, etc.) from an assortment of carriers, directly on an agent's website.

You read that right. Agents can now sell multiple categories of insurance products to new clients directly from the agents' own turnkey, done-for-you, ready-to-deploy, fully customizable website that the IMO provides.

Already have a website? No problem. The IT department at Levinson & Associates developed an easy-to-install plugin that runs on almost any existing website.

Everything was designed to make the insurance-buying process easier than ever. With this new platform, there are no third-party calls. No exams. A prospect can browse, compare, click and buy right on your site.

And anytime a product is purchased, the agent is given

full credit, commission and future renewals for the sale.

It's a tech breakthrough that even in its infancy is rapidly turning heads.

When it launched, SWYS was pre-loaded with more than 10 insurance products from three different carriers. **In the short time since, several more carriers and products have been added. Big carriers — names everyone knows and trusts.**

The best part? Agents using SWYS don't have to lift a finger or say a word for a policy to issue.

Consumers purchasing insurance from Levinson agents, either online or in person, are rewarded with free scholarships — good for one year of tuition and valid at more than 400 colleges and universities nationwide — that can be gifted to their loved ones, with qualifying products.

And it doesn't stop there. Levinson agents don't just sell insurance, agents can also help clients achieve peace of mind by protecting their most important documents and ensuring that they are delivered to loved ones in the event something happens — **thanks to an exclusive alliance with digital asset protection giant Legacy Armour, clients can self-enroll.**

Of course, having the ability to sell insurance from your website is meaningless if your site doesn't have traffic. Levinson & Associates has taken care of that too.

Thanks to another groundbreaking platform — Agency Automator — agents are given industry-leading turnkey marketing and CRM assets (including 1,000 free prospects/leads monthly), and the IMO's own marketing department cleverly redirects all of its web prospects interested in purchasing insurance from insuremenowdirect.com to the website of the agent nearest to them by zip code.

To watch this historic webinar yourself and discover how it could transform your career, as well as how you can sign up for the next SWYS, LSHub, Legacy Armour training session on November 21 at 2 p.m. EST, visit **www.GetSWYS.com.**



Bill Levinson Experience Podcast



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