

CARY'S CORNER



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From the desk of Cary A. Levinson:

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Firstly, to all of our Valued Friends and Agents, a heartfelt Happy New Year and “thank you” for working so tirelessly, diligently, and enthusiastically during these most difficult times. This past year has certainly been challenging, to say the least, but because of each and every one of you, Levinson & Associates has maintained, and actually exceeded, its production and application standards. The majority of you have continued to help your clients, both new and existing when unemployment was at an all-time high and the economy was literally closed for most of the year, so “kudos” to so many of you. We, as life insurance professionals, must also never forget that when people are the most distraught, the most horrified, and the most saddened, you are the only one they turn to for financial comfort.

While everyone else has their hand out trying to collect money in time of death, you deliver it. You are the only one who can keep children with now single parents, and you are the only one who can keep those children in the same home they're growing up in. We must never forget this, and that one powerful reminder has literally kept me in this business for 50 years.

Secondly, what I find very interesting during this pandemic, are the types of agents that are requesting releases from their current IMO's and transferring to Levinson. Many transferring agents to our independent structure have been working in the "Multi-Level-Marketing" arena and apparently, not finding it exactly as they were promised. I'm certainly not saying the "MLM" scenario is deficient, but I am saying that a large percentage of our transferring agents have not found the promises they were told while being recruited to be exactly truthful. Per some of our newly transferred Levinson agents, here are a few of the myths they were told initially before joining Levinson & Associates:

- 1. You will not be discouraged by the high turnover of roughly 4 out of 5 new sales colleagues quitting during the first 3 or 4 months.**
- 2. Just by joining us, you will automatically become a Million Dollar Round Table Producer.**
- 3. As a sales rep, you will not be treated like a number and pushed out if you are not producing enough sales.**

- 4. One product fits every situation.**
- 5. Convince anyone on the street to pay \$150.00 and get them to sign up family members for your upline and you will be extremely successful.**
- 6. You will receive free leads and earn a 185% commission rate immediately.**
- 7. You will not be discarded after signing up all of your friends and family.**
- 8. The \$199.00 sign-up fee is well worth it and will guarantee your success.**
- 9. You must see your prospect face-to-face even during the pandemic.**

My only reaction to these myths is this: "It's not the way we do things at Levinson & Associates and we're so glad you're here with us." And I say to all of our independent, 19,000 agents nationwide, utilize our tools, our technology, and our platforms, and let's have our greatest year together. We are all here to help you elevate your practice. And show as many people as you can, we, as agents, truly care.

-Cary Levinson, President of Levinson & Associates