



5 Reasons You Should Consider Owning an Insurance Agency

Like most people, you have probably thought about starting your own business. But after careful research, the statistics relating to new business venture failures may have had you reconsider your options. And for good reason! It is a fact that 80% or more of new businesses that are started in America today fail before the 5th year.

So how is starting your own insurance agency any different...or is it? Read the 5 Reasons I've listed below and see if it's time to once again reconsider your options.

- 1. The market for your product is always in demand.** Regardless of the economy, regardless of the desire to purchase, in most cases your clients are either required by law or a mortgage company to purchase the products you sell! In other words, EVERYONE is a potential client.
- 2. Most agents don't keep up with client needs.** It is an unfortunate truth, but most agents may do a decent job of selling you insurance, but very few follow-up to make sure your policy changes as your needs change. And to take it a step further, only a very few take the time during a sales call to explain coverage options to make sure you have the coverage you truly need. Just think about it for a second, when was the last time YOUR agent sat down with you to review your insurance program? Exactly. The lesson here is it may only take your desire to offer good 'ole fashioned service to differentiate you from the pack!
- 3. The potential for not only success, but a 6-figure income is high.** Yes, owning an insurance agency can be a very lucrative career, but don't jump on the band wagon just yet until you have heard all the facts! Recruiters of all kinds love to paint an incredible financial picture for the product they are pitching. Although there is a high earning potential with this career, I wouldn't recommend starting an agency (or any business) for this reason alone.
- 4. You are not alone.** When you become an agent, you are usually assigned to a mentor who is there for you every step of the way. Most insurers also help you get started financially during the difficult early start-up years. Do you research and get connected with an insurer who you would feel proud to represent and a mentor who truly cares about your success.
- 5. Because in the end, it's not about a better BUSINESS— it's about a better LIFE!** The residual impact of commissionable income means that every year you are all but guaranteed to earn more than the previous year! Insurance premiums are not going down in most areas and neither will your income.

There are very few businesses that offer this type of security, financial gain and the opportunity to do the things you enjoy most in life. But before jumping into to this small business, or in any other, feel free to contact my office and arrange a free consult.

Feel free to take our **NO OBLIGATION Agent Personality Assessment** now to see if you have what it takes to become a successful agent! We would be more than happy to offer real and honest advice to help in your pursuit to find the perfect small business!

Here's to your success,



Jeffrey L. Hastings
President and C.E.O.

