

SPRING 2021

# THE ADVISOR'S EDGE

## SALES STRATEGIES YOU CAN USE

IN THIS EDITION...

TAKING THE UNKNOWN OUT OF ONLINE PRESENTATIONS

WHY NOW IS THE TIME TO PARTNER WITH A P&C FIRM

ANNUITIES MAY SURPRISE YOU...AND PLEASE YOUR CLIENTS

PROVIDING VALUE: THE THREE L'S OF HYBRID LTC

DETERMINING CHRONIC AND CRITICAL ILLNESS BENEFITS

## PRESIDENT'S MESSAGE

BY KENNETH SHAPIRO

BASED ON MY EXPERIENCE, MOST OF US IN THE FINANCIAL SERVICES INDUSTRY ARE PROFESSIONALS WHO CHOSE TO HELP CLIENTS AND ARE COMMITTED TO ALWAYS DOING THE RIGHT THING. LIKE YOU, WE AT TAKE THIS OBLIGATION VERY SERIOUSLY.

READ MORE >>

## TALK TO US

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