

Our unmatched code of ethics

There are hundreds of fine life insurance companies in the marketplace today. So why should you entrust your life insurance needs, and those of your family to the Knights of Columbus?

In their rating report on the Knights of Columbus, Standard & Poor's states that its "AAA" rating is based upon the following strengths: extremely strong capital, very strong competitive position, extremely strong liquidity and historically strong profitability. We've earned this rating for 16 consecutive years!

I would suggest that a principal reason that we were able to achieve those accolades, along with what S&P described as "a distinct competitive advantage, a loyal customer base and a unique rapport with clients" is because we remain steadfastly committed to the vision of Father Michael J. McGivney, "Protecting Families for Generations" by means of "life insurance by brother Knights for brother Knights."

That commitment is an essential core value of the Knights of Columbus, and our core values permeate all levels of our marketing program. Our "Marketing Code of Ethics" is modeled after the Ten Commandments and includes statements such as "Thou shall present honestly and accurately, all facts necessary to enable a member to make an informed decision."

Our ethical principles for marketing are summed up by our Golden Rule: "In all my professional relationships, I pledge myself to the following rule of conduct: I shall, in light of all conditions surrounding those I serve, render that service which, under the same circumstances, I would apply to myself."

That's what you can expect from me, your professional Knights of Columbus field agent. I welcome the opportunity to present to you and your wife, honestly and accurately, all facts necessary for you to make a sound life insurance decision. I will render that service which, under the same circumstances, I would apply to myself.

I'm at 123-4567 or xxx.yyy@kofc.org. Call me – let's talk.