

## **The promises of Million Dollar Round Table agents**

I am proud to be a member of the Million Dollar Round Table (MDRT), the leading association of life insurance and financial services professionals. A mere 6 percent of life insurance professional in North America can qualify to join this elite organization. Their Code of Ethics calls for member agents to “always place the interests of their clients above their own interests,” and to “give the best possible advice to clients by seeking to maintain and improve professional knowledge, skills and competence.” MDRT expects of their members exactly what you expect of me: exemplary sales practices, outstanding service and high ethical standards.

What does “exemplary sales practices” mean for you and your family? It means that I won’t simply try to push a policy on you. I’ll take the time to review your current coverage with you. I’ll ask questions about your needs, goals and budget. I’ll recommend a plan to help you meet your needs and move toward accomplishing your goals. Most importantly, I’ll answer your questions. I want your purchase to be an informed one.

The promise of “outstanding service” is not common in our service-driven world. Whether or not you purchase life insurance coverage through the Order, our relationship won’t end. Things like needs, goals and budgets change over a lifetime. What is an appropriate amount of coverage today may not be appropriate tomorrow. I’ll meet with you annually to make sure you and your family stay adequately protected.

Above all, our professional agents are held to the highest ethical standards. We are held to these by MDRT, by the Order and by ourselves. In a culture where big business ethics are often questionable at best, isn’t it reassuring to know that you can trust your insurance agent? As a brother Knight, I have the best interests of you and your family at heart. I’ll 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.