

“A stitch in time saves nine; Prevention is better than cure; Shop early to get a special early bird discount”.

We have all heard of these many times. Most of us are frequently reminded of the wisdom of early planning to face life’s challenges. Yet, “procrastination” is something we all are familiar with, if not guilty of sometimes.

Early planning is all the more important when handling someone else's finances. As financial professionals, it is our duty to inform our clients about the time value of money, the cost of waiting and the need for retirement planning.

A lot of people who have waited to get insurance were disappointed when they eventually decided to go for it. The reasons for their disappointment varied: high premiums, choice of benefits that were available and most importantly, benefits no more available, etc.

Financial professionals need to talk about the facts:

- That insurance coverage becomes more expensive as we age
- The risk of not being able to protect our loved ones if we cannot qualify for life insurance
- The advantage of life insurance in retirement planning
- The time lost in managing risk and its effect on meeting life’s challenges.

Clients have daily needs and responsibilities that take up their time and putting financial planning on the to do list gets the least priority since the list is endless. Most clients understand the need for financial planning; many just don’t get around to researching the options and methods to set up a plan. Many clients believe that financial planning involves a lot of time, costs a lot of money and/or is too complicated. This is why a financial professional’s role is of increasing importance.

Be persistent with your prospects and clients. They will thank you for it and you will be able to rest better knowing that your clients are adequately protected at an affordable price.

Call GAIN at 800-847-6426 with a quote today!