



Important and Urgent!

"Most of us spend too much time on what is urgent and not enough time on what is important."

By the way, it doesn't have to be an either /or proposition, in fact, it can be both! And YOU get to choose.

My priorities are not necessarily your priorities. However, owning your own insurance company often is the engine for your priorities.

Traditional views of insurance create biased views based upon paying ever increasing premiums to a third party which results in sunk costs, exclusions and no control.

The irony is, owning your own insurance company is the very solution to each of these concerns.

Proper education and understanding regarding owning your own insurance company increases the importance and the urgency to **own one** because the traditional insurance views don't apply, inaccurate views are dispelled, and then replaced with increased understanding. The importance and urgency of increased protection, a new profit center, savings, efficiencies, control, and capital preservation for qualified organizations raises the levels of importance and urgency.



Owning YOUR own Captive Insurance Company:

1. Is First, Last and Always - Insurance. Insurance which provides protection for you and your business.
2. Creates a new multi-million-dollar profit center, YOUR profit center.
3. Control.
4. Flexibility.

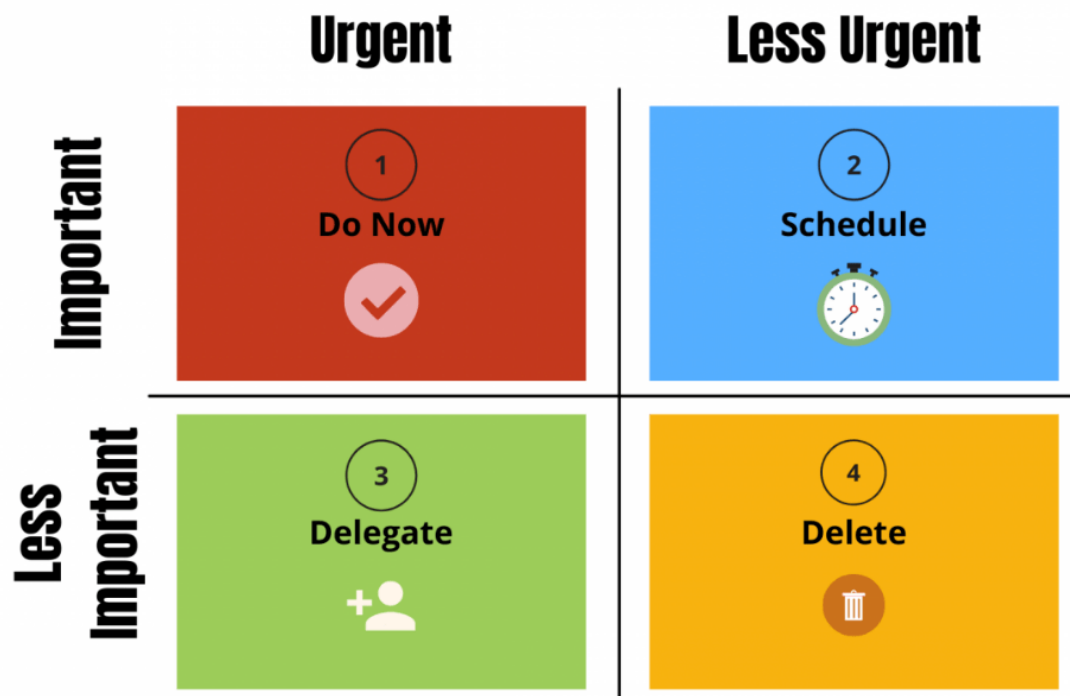
Time plays a significant role in both important and urgent matters. Urgency is often created by lack of time or a deadline. Most insurance companies are created in the fourth quarter. Education, data gathering, and decision-making must happen BEFORE the fourth quarter.

Importance and Urgency are often different for business owners rather than the employees who work for them. Whichever you are, ask yourself why? Think and act like a business owner.

"The things which matter most must never be at the mercy of things which matter least."

Johann Wolfgang von Goethe

"Action expresses priorities." Mahatma Gandhi



“As we consider various choices, we should remember that it is not enough that something is good. Other choices are better, and still others are best. Even though a particular choice is more costly, its far greater value may make it the best choice of all.” ¹

Captive insurance is important and urgent. It's time to create today

Your Link to Security!

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¹. <https://www.churchofjesuschrist.org/study/general-conference/2007/10/good-better-best?lang=eng>