

Life Agents Create Lasting Memories Through the Chart Your Own Course Program

Since it first began in 2012, many of our agency partners are participating in and benefiting from the Chart Your Own Course program. For Dean Raven of Smith & Eddy, a Michigan agency, the program has been a helpful tool for benchmarking his life sales, as well as a way of earning allowances toward summer trips in Michigan with his family, allowing them to create memories that are cherished for years to come.

"The daily life of an independent agent forces you to wear many hats and it is easy to get distracted with all the tasks and initiatives on your plate," said Raven. "I use the CYOC program as a 'benchmarking' tool to keep life insurance sales first of mind. If I see myself slipping in the standings, it's easy to self-correct and get back on pace."

Raven also recognizes that the pace of life itself can be fast, which is why his family makes it a priority to spend time together and make lasting memories through travel. "Our youngest child will be an adult in 13 years. Next year it will be 12, then 11. You don't have forever to wait and then look around and say, 'Wait, where'd the time go?' The CYOC program has allowed us to create and cherish memories each and every summer in our great state."

We look forward to continuing to share these stories with you each month as we also share our program standings. If you have a story of your own that you'd like to share for a chance to be featured, please feel free to contact Darcy Wellman at (800) 234-1133 extension 2415.

Here are the top standings for this month:

Angela Hatto of River Valley Insurance remains in first place at the third tier of the gold level. She has sold more than \$36,500 in life insurance premium and issued 16 life policies.

Chad Brogan of Martin & Lark Insurance continues to hold second place after reaching the third tier of the gold level. He has sold more than \$26,500 in life insurance premium and issued 15 life policies.

Dean Raven of Smith & Eddy moves into third place after qualifying for the second tier of the gold level. Dean has sold more than \$12,900 in life insurance premium and issued 16 life policies.

To view the complete June standings, please [click here](#).

Congratulations to all of our agency partners for their excellent work and achievements thus far while bringing the value and protection of life insurance to policyholders. Keep up the great work!