

CHRIS D. CALLEN, INSURANCE AGENT

THE FOCUS STRATEGY APPROACH

What is the Focus Strategy Approach?

The **Focus Strategy Approach** is a unique method of designing an overall personal and business insurance portfolio – with amazing clarity – which typically takes the confusion out of the insurance buying process.

Many professionals are confused when it comes to selecting and implementing their personal and business insurance needs. Understanding the complexities of life, health, disability and long-term care insurance, estate planning, loan acquisition and business continuation needs can be quite frustrating.

Following the completion of our **Focus Strategy Approach** analysis, clients will have a better understanding of their entire insurance program. Clients will also be provided with detailed, easy-to-understand spreadsheets, which can be taken directly to their tax, legal and or financial advisors.

After implementation of the **Focus Strategy Approach**, many clients are able to substantially lower their overall insurance payments by consolidating or totally eliminating unnecessary or outdated policies.

How It Works

What do we charge for this comprehensive analysis program? Nothing! We are paid a commission by the insurance company on any products that are purchased.

After an initial teleconference and completion of our in-depth Health and Lifestyle questionnaire, our experienced staff will assess your data and make the appropriate recommendations.

Following an in-depth webinar, we will send you the necessary forms to complete the insurance purchase process. Once signed, clients simply return all documents to our office for submission to the insurance companies.

After implementation of the **Focus Strategy Approach**, it is not uncommon for clients to quickly realize a substantial savings on their insurance portfolios, while at the same time increasing their overall insurance coverage.

Our goal is your satisfaction!



Chris D. Callen, Insurance Agent

“Helping Professionals Nationwide”

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