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THE NEXT
GENERATION

OF INSURANCE
AGENTS

"WE GOT NEXT" KENNY JONES

inside

INDUSTRY TRENDS
NICOLE SIMPSON

AI & INSURANCE
LIREC WILLIAMS

and more...

Q4 - 2023



WEARESOBA.ORG



SOCIETY OF
BLACK AGENTS

INSURING THE COMMUNITY & THE CULTURE

#WEARESOBA

THE SOCIETY OF BLACK AGENTS

Since its inception in 2019 The Society of Black Agents (SOBA) has been dedicated to empowering and equipping black insurance agents with the skills, resources, and network necessary to provide quality insurance products and education to the black community. We champion collaboration over competition and strive to create a strong foundation for black insurance professionals to build successful careers. SOBA also serves as a key contributor in increasing the number of black agents in the industry.

#WEARESOBA

How are you reshaping the future of the insurance industry?

I'm pushing boundaries and embracing innovative marketing approaches. I often express that I'm not just an insurance agency; I'm essentially a marketing agency that happens to offer insurance. This means we prioritize marketing just as much as sales and client retention. Marketing acts as the driving force (fuel) that propels your business forward. I noticed a lack of representation of people of color who were thriving in this industry, and I aspired to become a fresh, young face in the insurance industry to inspire individuals who share my background or identity. My aim is to demonstrate that you can excel in this lucrative career, and I'm dedicated to helping as many people as possible discover and potentially join this industry.

The Next Generation of Agents:

I hold high expectations for the upcoming generation of agents. I've had the privilege of mentoring numerous agents from various parts of the country who are entering the industry for all the right reasons – a genuine desire to make a positive impact on people's lives. I often emphasize that if your sole motivation for entering the insurance industry is money, you might as well reconsider your path. What will keep you committed when the financial rewards are no longer the driving force?

I strive to draw attention to the insurance industry because of its utmost importance. My ultimate objective is to develop a Netflix series that narrates my journey in building a business empire and highlights how entering the insurance industry has transformed my life.

Kenny, a 26-year-old entrepreneur, is the owner of Remedy Insurance & Wealth Builders. He embarked on his journey as an agency owner at the early age of 23. His motivation was to pursue a career where he could educate the community, particularly people of color, on the significance of safeguarding their assets effectively. Kenny has achieved notable success, largely thanks to his active presence on social media platforms such as YouTube and Instagram, where you can find him under the handle "@kennyjtv." He takes pride in his commitment to networking and supporting local businesses.



KENNY JONES

REMEDY

INSURANCE & WEALTH BUILDERS

I'm not a Business, man."

Che Norman, SOBA co-founder



I'm the north star and these [businesses] are the offshoots." I was watching Amanda Seales YouTube show, "Small Doses", she was interviewing KevOnStage and Mrs. KevOnStage. When I heard Amanda say these words, I was like...THATS IT! Her words really resonated with me because somewhere recent on my journey I started to shift how I approached business. Her words mirrored this new approach. Let me break this down.

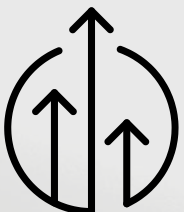
Traditionally businesses are thought to be built in a very mechanical way-i.e. the business plan, the marketing, the sales, etc. But that's only after the vision for that business is laid.

Initially, there's the creative contribution that happens ahead of all enterprises. Some don't take much and others require massive, ongoing creativity. But that's not what most people concentrate on. And just like the traditional model of business, many insurance brokers have been trained to approach the insurance business the same way. Then, from a cultural lens we lay our pride on top with the ingrained mantra "I'm a business, man" the words Hov made famous, baking it into the blueprint of Gen X, and beyond.

With his confident, calculated guidance, the culture of entrepreneurship in our communities experienced today, has largely been built on these words. Make no mistake, I love Hov and his many contributions, however, those words describe a product mentality. For someone that shows up as just a sales person or someone with a product, that makes sense. The truth is, we come to this industry as so much more than sales people. For those of us that are tapped into our creativity, it's a bit too linear, too structured a box to fit into.

The mindset expressed by Amanda Seales' words gives us the opportunity to create success for ourselves and others, based on who we are as individuals, and not as simple product pushers. This is the space where I live.

The insurance industry is vast, even from the lens of a producer. If you focus on yourself and your experience first, you get to add your flavor to the mix. When we do that, our go-to-market strategy, and ultimately our businesses revolve around us, instead of the opposite.



I am NOT, a Business, man.

I move around in the insurance industry not just as a sales person but as an explorer, a builder and as a creative...to simplify it, I move around as me. I have started multiple businesses and held several positions. I've had some success and lots of failures, and yet it's still all good.

Through trial and measure, I began to focus on myself as the creative in the businesses- "The North Star". As a result of my creativity, there are multiple products, services and opportunities that are present for me to prioritize and grow.

Instead of choosing to put a limited amount of time and energy into building businesses, one after the other step-by-step as it is a product, move with your natural mind and place energy toward your ideas. Allow them to develop into business on your own terms. There are multiple ways to express creativity, build business, and create massive income simultaneously.

Just like our interests and our personalities, the way we express ourselves through business can be layered and colorful. We don't have to have the "follow the leader", "follow the blueprint" type of mentality; that's uncomfortable and stuffy.

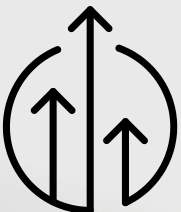
In today's world of social media, technology and connectivity, we can enter the market the way we choose, finding success at many things.

When you're tapped into your creativity, plus your entrepreneur bag there is no end to the type of success and satisfaction that can be created in this industry.

Insurance has been around for centuries, and it's not going anywhere anytime soon. However things are always evolving. Can you say the same for yourself?

I think the key is to harness your creativity and channel it into tangible expressions of what naturally flows through you. Damn that feels satisfying.

You're so much more than a business, man. Just food for thought.





The Importance of Client Sign-Offs: Navigating E&O Risks in the Digital Age

Nicole Simpson SOBA Executive Director

In today's insurance game, the rules are changing fast. With the rise of insure tech, more and more clients are shopping for insurance online, often in a hurry. They're clicking through policies and hitting that "buy" button without diving deep into the nitty-gritty of what's covered and what's not. And this digital rush can put insurance agents and agency owners at risk of facing Errors and Omissions (E&O) claims.

E&O insurance is like your safety net in the insurance world. It's there to catch you when clients claim you've messed up, knowingly or not. And let's face it, misunderstandings about what's covered and what's not can be a real minefield when it comes to E&O claims.

So, what's the deal with this new-age challenge, and how can insurance professionals tackle it head-on? The answer lies in implementing a simple but powerful practice – getting clients to sign off on their policy, especially those tricky exclusions and endorsements.

Here's why it's a game-changer:

The Sign-Off Document: Picture this – you create a straightforward document that lays out all the crucial policy exclusions and special endorsements. Nothing fancy, just plain English that anyone can understand. You present this document to your client right alongside their policy paperwork.

The Explanation: You sit down (virtually or in person) with your client and explain why this sign-off thing is a big deal. You tell them it's not just for your peace of mind, but for theirs too. It's about making sure they know exactly what they're getting into.

Initials, Please: Now, here's the kicker. You ask your client to put their signature or initials right next to each exclusion and endorsement on that document. This is the part where they say, "Yep, got it!" for each of those key points.

No Rush, No Pressure: You stress that there's no need to rush. Encourage your clients to take their sweet time going through the policy and the sign-off document. If they have questions, you're there to provide answers and clarify anything they don't get.

Keep Records: Be organized. Keep records of those sign-off documents. It's your way of showing that you've done your part to make sure your clients know the ins and outs of their policy.

Stay Updated: Insurance policies change, evolve, and adapt. Make sure your sign-off documents keep up. If something in the policy changes, update the document so your clients stay in the loop.

Now, here's the real magic:

Transparency and Trust: Clients love transparency. When you lay it all out for them, they're more likely to trust you. They'll know you're not hiding any tricks up your sleeve, and that builds a strong relationship.

Risk Be Gone: Think of the sign-off process as your shield against E&O claims. It's proof that you've made sure your clients understand what they're signing up for. If an E&O claim comes knocking, you've got your documentation as a solid defense.

Happy Campers: Happy clients are loyal clients. When they feel confident about their coverage because they know the ins and outs, they're more likely to stick with your agency.

In this digital age, adapting to new practices is essential for insurance professionals. By embracing the sign-off process, you're not only safeguarding your agency but also enhancing customer satisfaction. It's a win-win that keeps you ahead of the game in the ever-evolving world of insure tech.



Failure is not an Option

T. PRIESTER SOBA Co-founder

In his book “Outliers” Author Malcolm Gladwell says it takes 10,000 hours to master something. After 20 years in this industry, I can't honestly say I've mastered it, but I've defiantly put in the work. Unfortunately, the reality is that for every one of me there are dozens that didn't make it and for an industry that is less than 10% Black that's an issue. I know that this is not a new problem in the insurance industry. According to a 2022 article on Investopedia.com More than 90% of new agents quit the business within the first year. The rate increases to greater than 95% when extended to five years. That is one of the highest turnover rates of any industry. The turnover in the insurance industry rivals that of the fast-food industry which has the highest turnover of any industry.

I believe one of the contributors to the high failure rate is shady recruiting tactics. I remember getting my first opportunity to run my own office after getting promoted for a captive agency I was working for. A couple of weeks into my new role the VP of the company flew into Atlanta and visited my office. After meeting all of the agents he walked into my office and said I need you to do something before I come back. I said sure, what is it? He said I need you to find the highest grossing commission statement you have with the company, take it to Staples, have it blown up and laminated and hang it on your wall. He went on to say every time you bring a new recruit into your office point to it and tell them that they can do that too. I hated that because I knew that for most of the people I interviewed that wasn't true. It took me three years into my career to get a check worth bragging about. And that that I ended up hanging on my wall check came from a large annuity that I sold, a product that new agents weren't even able to sell. All annuity prospects had to be given to a manager and if that manager closed the deal they would give the agent a small bonus. I ended up leaving that company because I couldn't stomach watching agents come in with unrealistic expectations only to burn out a few months later because they weren't making money.

Gone are the days of big checks hanging managers offices but now we have to deal with Social Media. I cringe every time I see someone on Social Media promoting insurance jobs that you can work 3 days a week in your spare time and make six figures. Are there a few outliers that may be able to do that? Maybe, but with a failure rate of over 90% obviously not a lot. One of my mentors always reminds me, if it was easy everybody would do it.

So here is my CALL TO ACTION. Can we please be honest about what this opportunity is? Yes, it is a great way to make good money, and help people but it can also be rough as hell. I talk to agents on a regular basis that are ready to throw in the towel because they did not know what they were getting into. Agents that have spent thousands on leads, conferences, and coaches only to find themselves in debt and having to go find “a real job”. So again, if you are an agent lets keep it real with people looking to get into the industry. And if you are reading this while contemplating a career in the industry I hope I haven't scared you away. With the right support I'm confident that you can find success.

#weareSOBA

TECH, AI & AUTOMATION

For the past couple of years, I've been on a whirlwind tour across the country, spreading the gospel of Chat-GPT and other AI marvels that are shaking up various industries. Today, we're diving headfirst into the exhilarating universe of AI-driven tools in the insurance sector. It's a bit like watching your favorite superhero suit up – the marriage of state-of-the-art technology and insurance know-how is revolutionizing how agents do business, and it's not just a fad; it's a seismic shift that's propelling agents to new heights.

But before we get started, let's clear the air – AI isn't here to take over the world, despite what some doomsday movies might suggest. Artificial Intelligence has been around for ages, and Chat-GPT, well, it's changed the way we view this tech. It's not about mass hysteria; it's about innovation.

Picture this: Chatbots and virtual assistants are your 24/7 workhorses, ready to field client questions and ensure potential leads never suffer from a case of abandonment. And that's not all – AI's data-crunching superpowers allow agents to understand their clients' deepest desires and quirks, paving the way for hyper-targeted and hyper-relevant marketing campaigns. Imagine a chatbot on your website that's not just spewing generic responses but speaking to each customer's unique needs. Now, that's some personalized service.

AI isn't just a sidekick; it's the star of the show when it comes to lead generation and conversion. These cunning algorithms dive deep into customer data, giving agents the Sherlock Holmes edge to pinpoint and categorize potential clients based on demographics and online behaviors. Equipped with this intel, agents can zero in on their target audience, delivering the right products to the right people. It's like having a crystal ball that spots the most promising leads, giving your conversion rates a boost and making your marketing investment dollars work harder. And if you're curious, my go-to tool for this caper is Nowsite – it's basically an AI Sherlock Holmes for finding prospects.

Now, marketing efforts get a facelift, too. AI doesn't just open the door; it flings it wide open. Agents now have the power to create highly targeted and personalized marketing campaigns, all thanks to AI's ability to decode customer behavior and preferences. It's like having your marketing materials personally tailored to each customer, and that means better engagement and happier clients. In a world where customer demands shift like the seasons, AI ensures insurance agents stay flexible and responsive, ready to conquer a marketing landscape that changes faster than the weather. Need proof? In early 2023, I led a 5-Day AI Marketing challenge that's all over YouTube. We took a thrilling ride through the digital marketing world, experimenting with different AI tools and mediums – you should check it out!

And then, there's data – tons of it, sometimes too much to handle. AI swoops in to save the day, making sense of the chaos. Agents can harness these insights to make savvy decisions about product offerings, pricing, and market expansion opportunities. It's like having your very own fortune-teller, one who spots trends and customer preferences before anyone else. In an industry that's always on the move, AI is your ticket to staying ahead of the curve. My go-to tools for this adventure? Microsoft PowerBI, Tableau, or, for the less tech-savvy, good old Microsoft Excel and Google analytics.

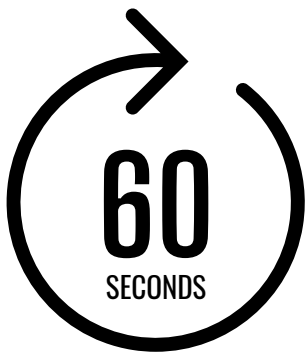
As we wrap this up, remember this: the insurance industry is transforming, and AI is your secret weapon to supercharge your business. From personalized customer service to streamlined processes, AI tools boost efficiency, trim costs, and elevate the customer experience. It's not about surviving; it's about thriving and building stronger, lasting bonds with your clients. The future of insurance? It belongs to those who seize the AI wave, turning it into a jet engine propelling their success. So, what are you waiting for? Dive into the AI pool and make a splash!

If you want to learn more about automation, AI Scripting tools or learn more about what it is that LuminU Business Solutions does visit our website at MyLuminU.com

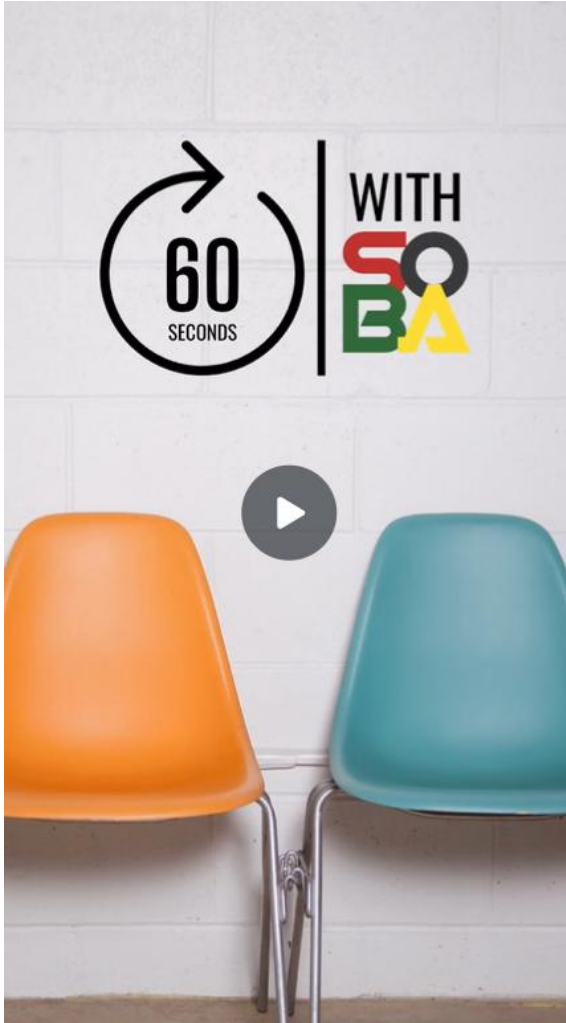


LIREC WILLIAMS
Founder
LuminU Business Solutions

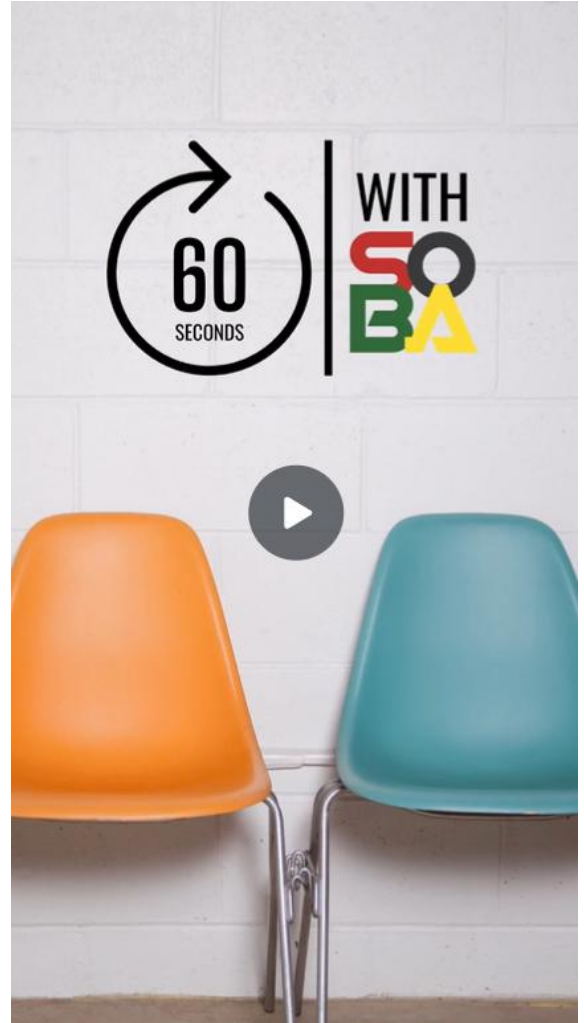
**TECH, AI &
AUTOMATION**



AGENT SPOTLIGHTS

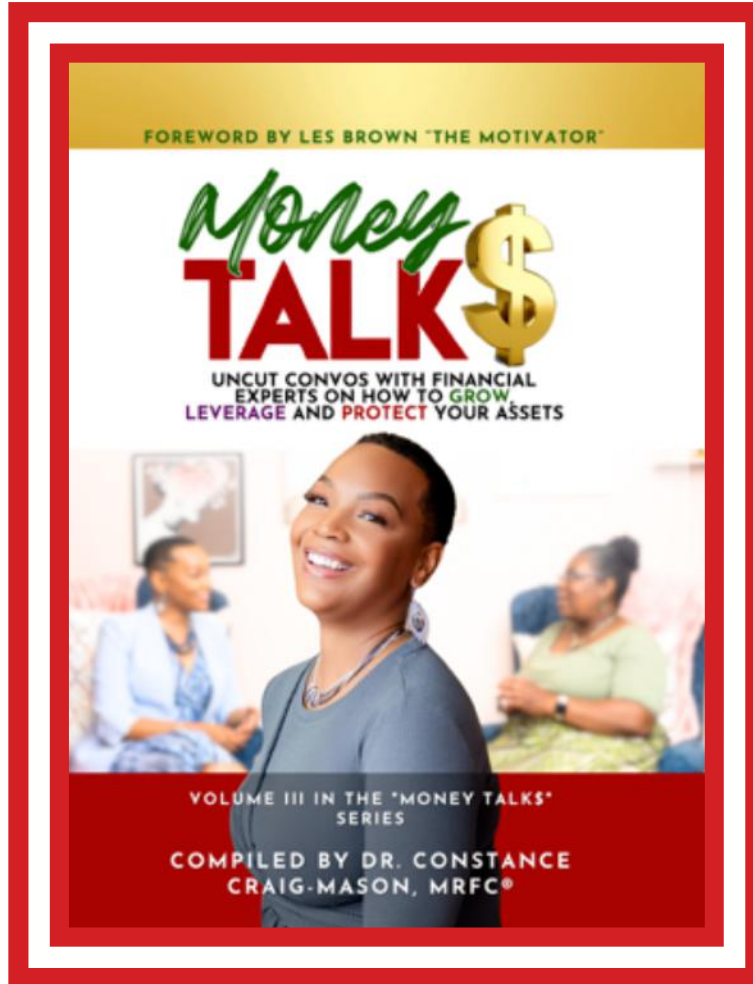


**DARYL
PERRY**



**DAVETT
JONES**

**EMAIL CONNECT@SOBAMEMBER.COM
TO BE SPOTLIGHTED**



Dr. Constance Craig-Mason, MRFC®, is set to change the financial landscape for BIPOC families and small business owners across the nation. **"Money TALK\$: Uncut Convos with Financial Experts on How to Grow, Leverage and Protect Your Assets"** is a remarkable new book authored by 24 accomplished Black financial thought-leaders, robust with the diversity of voices and perspectives it brings to the realm of financial education.

One of the book's primary objectives is to help readers establish a \$1,000 emergency savings fund, a goal that often eludes many households. Dr. Craig-Mason, in partnership with Advantage Publishing, created the **"Money TALK\$ Emergency Savings Challenge & Tool Kit"** to include the **Money TALK\$ Vol III** hardcover book and a custom **Paycheck Power BOOSTER® Calculator** used to help "Find the Money You Need" to save your 1st \$1,000.

Join the Money TALK\$ Emergency Savings Challenge & grab your "Tool Kit" [HERE](#)

Get your copy of "Money TALK\$ Vol III" [HERE](#)





COVER 5 FUNERALS FOR \$55

Our BeQuest uses a community-funded family system that serves as a funeral concierge service for our members in a new way. We help cover costs for up to five people including two pets' funerals for one affordable rate. Our social movement is driven by a collaboration of leaders from churches, non-profits, funeral homes, insurance agencies, businesses, and individual families joining together to make an impact. The energy generated by this group of "BeQuestors", as we liken ourselves, has been creating awareness and peace of mind for people across the country for quite some time.

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BLACK IVORY

DIGITAL MARKETING FIRM

Black Ivory is a Black owned Digital Marketing Firm that focuses on creating diverse content that reflects that Black community. If you are in need of content that represents who you are Black Ivory can help.

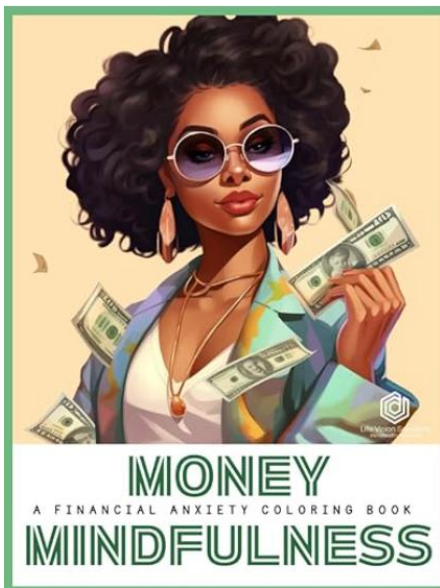
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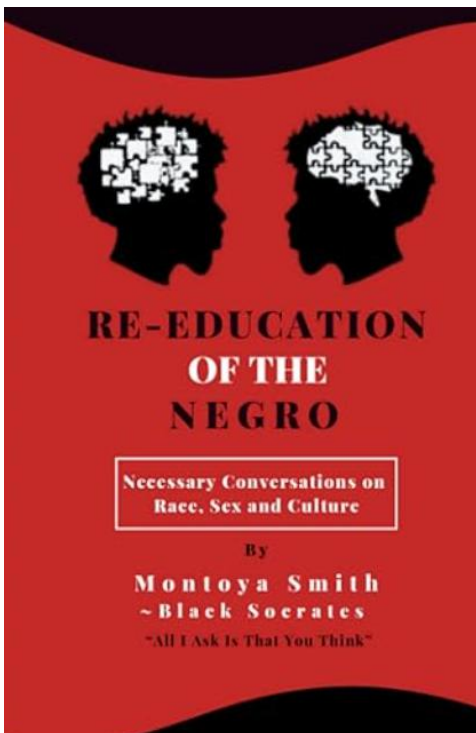
CREATE SHARE CONNECT





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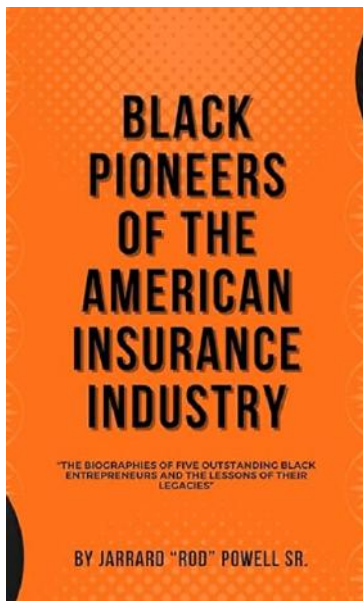
Financial anxiety can be overwhelming and make us feel powerless, but it doesn't have to be that way. 'Money Mindfulness' offers a unique approach to managing financial stress by combining the calming benefits of coloring with practical financial advice. Let's use the power of art and mindfulness to transform our relationship with money and achieve financial peace of mind. Get your coloring pencils ready and let's start this journey together!



[ORDER NOW](#)

This book is not only designed for your re-education but more so for dialogue with others at family gatherings, dinner parties, roundtables, and events. The commentaries in this book should not be read simply for agreement or disagreement with the author, since the various perspectives are shared to push the envelope on your long-held thoughts and beliefs on race, sex, & culture. Unfortunately, our society has learned to cancel ideas we disagree with versus critically thinking about them. Instead of calling others dumb, let's genuinely listen to explore the nuance of opposing views for their merit. The goal is to learn not to reject ideas simply because they trigger your cognitive dissonance. Hence, the best way to digest this book is to share the commentaries that resonate with you most to see what others think (even the ones you disagree with)

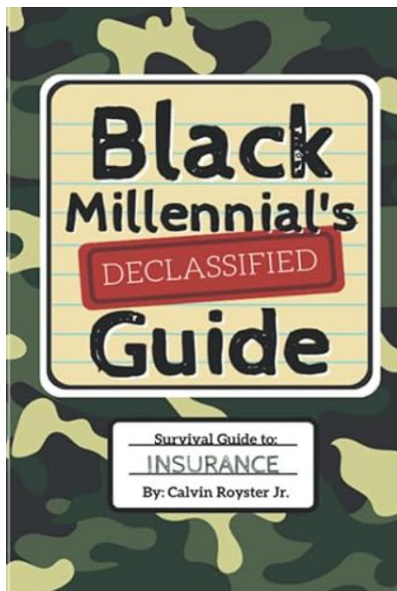




Black pioneers of the American insurance industry is a book of biographies detailing five extraordinary lives of successful African Americans in the insurance industry.

As we celebrate Black History all year long, you are welcome to discover more about these entrepreneurs' contributions and how they impacted the economic and social climate of the US.

[ORDER NOW](#)



Navigating insurance can be a both confusing and daunting task to tackle alone. Well, good news. You now have the cheat code. You can consider this your survival guide to help you get through the various nuances insurance presents.

Inside Black Millennial's Declassified Guide: Survival Guide To Insurance, there is insight necessary to help you gather a deeper grasp on auto and life insurance. In addition to learning more, you will have access to several money saving strategies to include, six ways to save on life insurance.

Putting this information to use will empower you and can even save you thousands of dollars.

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Use CODE: **SOBA**
to get a 10% discount

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Sip & Share Wines is a boutique winery producing a diversity of handcrafted vegan wines. We're passionate about creating community with wine, especially for wine lovers often overlooked and underrepresented by the wine industry. Our wines are approachable to all palates, fun and made to sip and share.



Connecting Community With
Artisanal Vegan Wines



EVENTS

SOBA New Member ZOOM Nov 1

SOBA Merch Launch Nov 24

SOBA WEBINAR Dec 9

SOBA BlackOut Q1 2024

WE ARE SOBA



Membership

NETWORKING

In person and Online
Networking events allow our Members
to connect with Industry peers and
leaders

TRAINING

Gain a competitive edge with
ongoing Online and In person
trainings taught by industry
leaders

SAVINGS

Get discounts off Events,
Webinars, Merchandise, and Exclusive deals
from our vendor partners

ADVOCACY

Let your voice be heard as part
of an organization that is
dedicated to fair treatment and
access for Black agents in the
insurance industry.

VISIBILITY

As a SOBA Member you will get
increased exposure among your
peers and industry leader as well
as through SOBA community
Events

CREDIBILITY

Establish credibility by being an
active member and supporter
of a community that is having an
impact in the insurance industry
and in our communities

JOIN NOW





**Join our Private Facebook Group
and Connect with over 1000
Black Agents**

JOIN NOW 

**THE DOPEST PODCAST FOR BLACK INSURANCE
PROFESSIONALS ON THE PLANET**

**SOBA LIVE
PODCAST**



MONDAY'S 8PM (EST)





SOCIETY OF
BLACK AGENTS

INSURING THE COMMUNITY & THE CULTURE

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