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October 27, 2020

Remaining Optimistic Amidst the 2020 Election

To our friends and clients,

On November 3rd, we will elect a U.S. president, senators, and representatives along with numerous officials on both the state and local level. And the election outcome will affect many things including taxes, health care, immigration, business regulation, judges, foreign trade, the economy, etc.

Yet how will the election affect our industry? When the election is over, insurance agents and brokers will have the same task they have always had. They will continue to help their clients deal with future changes, protect their assets, and manage risks. The professional insurance agent is also a trusted advisor that frequently helps clients by offering business or personal advice and providing assistance in many areas unrelated to insurance. No matter who wins the election, agents and brokers retain a vital role and will be even more important in helping clients navigate the potential election outcomes.

for every negative outcome that comes from such events, there are typically meaningful positive ones that either suddenly emerge or that we proactively create. A great example of this is Obamacare. Many agents and brokers saw this as a very negative turn for our industry. As it turned out, Obamacare created significant opportunities for us to help clients comply with and respond to the changing circumstances.

So how do we navigate the ups and downs of this often-polarizing election? Here are a few thoughts:

- (1) Vote and encourage your employees, customers, family, and friends to vote.
- (2) Educate yourself on the issues and candidate positions so that you know how to vote and are prepared to respond and help your clients prosper once the winner is determined.
- (3) Stay positive and optimistic. Not only is it good for your health, but others will prefer to be around you. Additionally, optimistic people are also opportunistic people. If you get some “election lemons,” turn them into lemonade.
- (4) Listen and seek to understand before you try to be understood (credit to Stephen Covey). You have customers, employees, and friends with different opinions than yours. Listen and learn from them and then respectfully share your opinions. This helps with learning and generating business.
- (5) Finally, be thankful that we are in this great industry and that we live in a country where we can elect or un-elect those that lead us.

No matter what happens on November 3rd , I am going to be optimistic. Join me.

Bobby Reagan

Partner and Founder, Reagan Consulting

[Email Bobby directly >>>](#)

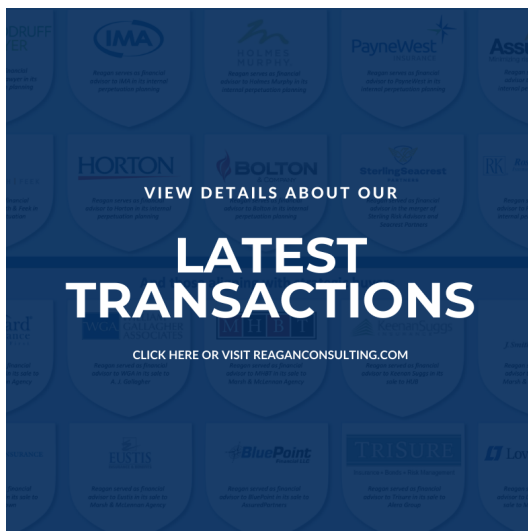


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