

WOMEN IN INSURANCE

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Honey Leveen, LUTCF, CLTC

Mission: *To help people make a wise and knowledgeable decision about long-term care coverage that meets their emotional and health needs while fitting comfortably within their budget.*

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Honey Leveen **Your LTC Insurance** **Specialist LLC** **Owner**

One of the nation's top 80 producers in the insurance industry, Honey Leveen was determined to find success by following her belief that whatever the mind can dream, it can achieve.

"I can remember being a high school student hearing our teacher tell us that the two highest paying professions were medicine and insurance sales," she said. Not having a desire to pursue a career in medicine, she decided to try her hand in the insurance industry.

For over 10 years Leveen sold a plethora of different products and services; however, none were successful enough to build a career on until she made a conscious decision to enter the insurance field in 1987.

Like many business owners, the biggest initial challenge for the Houston-based University of New Mexico graduate was to establish herself within the industry and ultimately secure enough business to keep afloat. This goal became a reality in the early 1990's when Leveen selected an insurance specialty—long-term care insurance. At the time no one realized it would ever be a popular field. "I got in on the ground floor and had a vision that this virtually unknown product would soon arrive," she said. "From my heart I knew

was a wonderful product to work with—one that could truly impact people."

By design Leveen now works with an array of companies, so that she can offer her client base various types of long-term care insurance. "I am not average or OK in a bunch of areas, instead I have worked to be very knowledgeable and in a specialized field that happens to be the single area within the industry that continues to grow by leaps and bounds," she said. "Having the expertise to match someone with their best interest allows me to truly focus on the individual need rather than having a specific product that I need to fit them into. This allows me to be very consumer-oriented and meet the best interest for the individual's specific situation."

While she has been highly recognized and awarded within the industry including being a Million Dollar Round Table Qualifier for the last four years, Leveen rightfully sees the fact that she was able to start her business on a shoestring as her greatest accomplishment. "I was fortunate to build this from nothing," she said.

Her recommendation for others interested in insurance is to know your product. "It is first and foremost very important to study and obtain knowledge. This gives you the confidence and allows you to build upon the base," she said. "You also need to play to your strengths and outsource your weaknesses. This lets you focus on what you know."