



BRIAN LAUNDRY

experience wins™

Brian Laundry is sought out by Canada's most prominent advisors

- + To develop insurance strategies for our country's most affluent individuals and corporations – because his unique combination of knowledge and highly refined process makes advisors' lives easier and makes the client's decision to employ insurance an easy one.
- + To fundamentally transform their businesses through the unique combination of process and systems he has developed.

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I've never woken up in the morning without a feeling that I need to push forward to be the best.

That's how Brian Laundry, an insurance advisor for 20 years, sees life: as being about pursuing greatness. Pursuing it for himself, yes, and even more so for the people around him. For the next generation of advisors, for example, whom he mentors and through whom he seeks to fulfill his vision of revolutionizing the life insurance industry.

Why is revolution required? Because the industry is antiquated and analog, resulting in an experience that is dreadful for advisors and clients alike – but not when they work with Brian. As a strategic partner puts it, “Brian is better at process than anyone else I've worked with in my 37 years in the industry. And by that, I mean he delivers a remarkable experience to everyone he works with.”

A one-of-a-kind, highly-efficient, technology-driven experience – one that Brian is relentlessly improving upon – is what makes possible his daily dual mission: to get clients as excited about insurance as he is, and to give advisors a quantum leap forward in their business.



Those advisors, among them Canada's most prominent, seek Brian's counsel and guidance in developing insurance strategies for their clients – Canada's most affluent individuals and corporations – because the experience he delivers makes the client's decision to employ insurance strategies an easy one. And yes, even an exciting one. As one advisor says, “My clients love Brian. He is so highly knowledgeable, he relates to them and he helps them make the right decision effortlessly.”

However, a client experience that makes a typically complex decision easy only comes about through the very hard work, experience and commitment to constant improvement that Brian is so widely known for. It is an intensity that he brings to everything he does, including his favourite pastimes of playing basketball, baseball, golf and hitting the gym – and his support of local community events and initiatives.

For Brian, it all comes down to deep reliability and follow-through: “I try to put myself second in every relationship. I want someone to feel that someone else cared enough to do something, not just say something.”



Core purpose

The pursuit of greatness for my professional network, their clients and myself.

Vision

To revolutionize this profession by mentoring a new generation of advisors.

Mission

To get clients as excited about insurance as I am and give advisors a quantum leap forward in their business.

Manifesto

- + Do the right thing.
- + Don't be greedy.
- + Never oversell.
- + Be conservative.
- + Make advisors' lives easier.
- + Never implement a policy or plan unless you are confident that your annual review for the next 10 years will be positive.
- + Lay the foundation for a terrific 50-year reputation, not a one-off sale.
- + Listen to and learn from people who are smarter than you.
- + There is absolutely no substitute for effort.
- + Don't be afraid to succeed.
- + Be a steady drumbeat.
- + Don't start with a budget. Start with a dream, and then work backwards.
- + Insurance is exciting because no one thinks it is.
- + There is no point in being like everyone else.
- + If a goal doesn't set you on fire, you shouldn't be doing what you're doing anymore.
- + We are not here to change advisors' attitudes. We are here to change clients' attitudes.
- + If you want to change, you have to choose to change.
- + Our job is to coach you – the advisor and the client – and not let you make a mistake.
- + I want someone to feel that someone cared enough to do something, not just say something.

