**Email Content**

The independent financial advisor has more competition than ever. Online options exist for virtually every type of insurance, many investment products, and even “advice” in the form of a roboadvisor. That said, those competitors lack one key ingredient: You.

Many insurtech platforms seek to effectively replace the advisor, believing that the consumer can be accessed directly, educated and motivated to apply for life insurance without seeking guidance from an expert. While this is true for some consumers, available research shows that many consumers would prefer to learn online, but when it comes time to make a buying decision, they prefer working with a professional.

That said, viewing this as an either/or question may be a flawed strategy. The forward-looking advisor must meet the consumer where they are, providing high quality educational content, a low-friction buying experience and the ability to connect with a professional if the need arises.

Drop me a note or give me a call if you want to take a closer look at how we’re helping advisors meet clients and prospects “where they are” with one of our insurtech solutions.