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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.

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 if you want to explore this topic further!

#lifeinsurance #insurtech #advisorenablement