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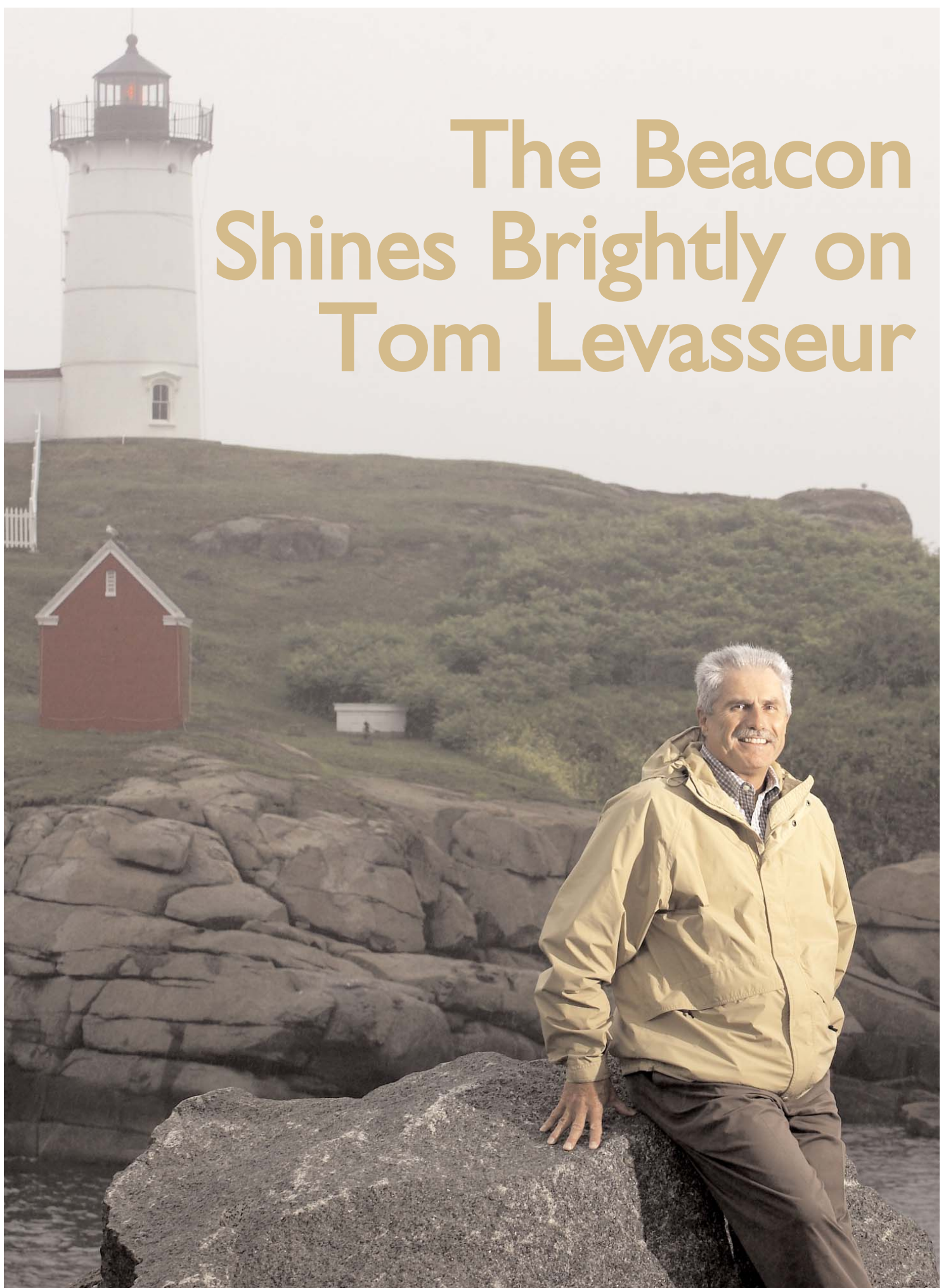
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by Jeff Hamilton
Master Broker

Tom Levasseur, owner of Beacon Financial Group, grew up in Maine but has lived in New Hampshire for the past 22 years. When asked about his most memorable childhood experience Tom said, “The best part of growing up was spending my summers at the ocean, at first with my grandparents who owned a cottage and later when my parents bought a place. This opportunity gave me a great respect for nature and the ocean specifically. I actually met my wife, Jeanine, one rainy day when we were both just out walking on the beach. We started up a conversation, and the rest is history.”

Tom and Jeanine settled in Somersworth, New Hampshire, after living and working in south Florida for several years. Tom is very dedicated to his family and their well-being. He and Jeanine have two sons, Ryan and Brent. Ryan graduated from college last year and is an aspiring musician, and Brent is finishing high school. When asked if either of the boys would join him in the business, Tom said, “Both of them have traits that would make them successful in this business, but I’m not sure if that is the path they will choose.” In his free time, Tom is a very active person and likes to kayak, snow ski, play

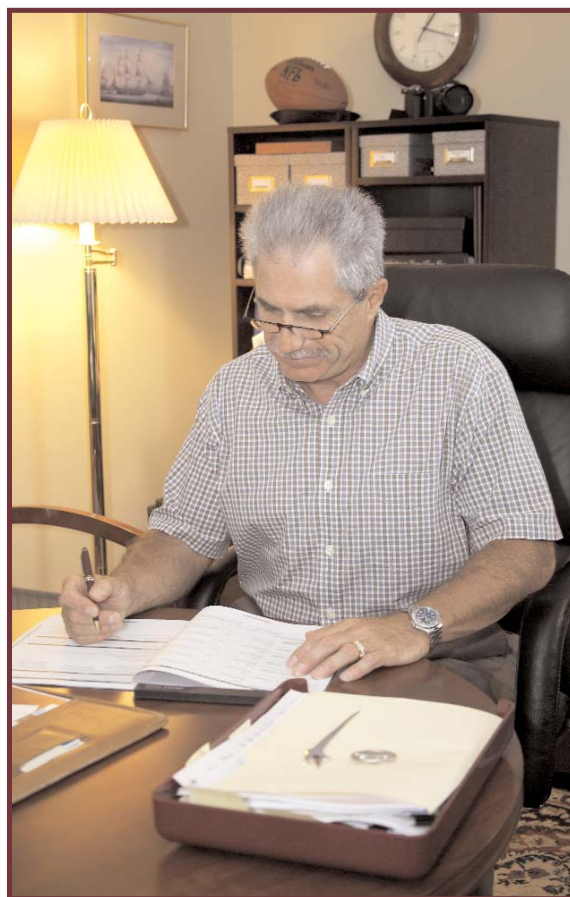
pool and keeps fit by playing racquetball three times a week.

Before Tom chose the financial industry, he worked as a high school special education teacher and coached football. He worked with kids that had extensive emotional problems and helped them to learn to cope with the everyday situations in life. “I decided to go back and get my master’s degree, so I could move

into the administrative part of teaching and continue to work with emotionally handicapped children.” Tom was prompted to leave teaching and enter the life insurance business because “at 36 years old, I had been in education for 14 years and held a Master of Education degree. I had reached the top of the pay scale as a teacher and was finding there was always too much month at the end of the money!” Tom went on to say that he and Jeanine decided she would stay home with the children ... that was important to them. So, Tom started to look for other options that might allow him to use

his creativity and be able to make a better living for his family. This is when he decided to get into the financial services industry.

“I responded to an ad in the newspaper that was looking for a multi-lines insurance agent. The guy took one look at my resume and said he couldn’t help me as he was looking for someone who was already licensed, but he knew of someone that could.” That is when Tom met Alan Rogers who was a trainer with a life insurance company. Alan became Tom’s mentor and friend and taught him everything he needed to



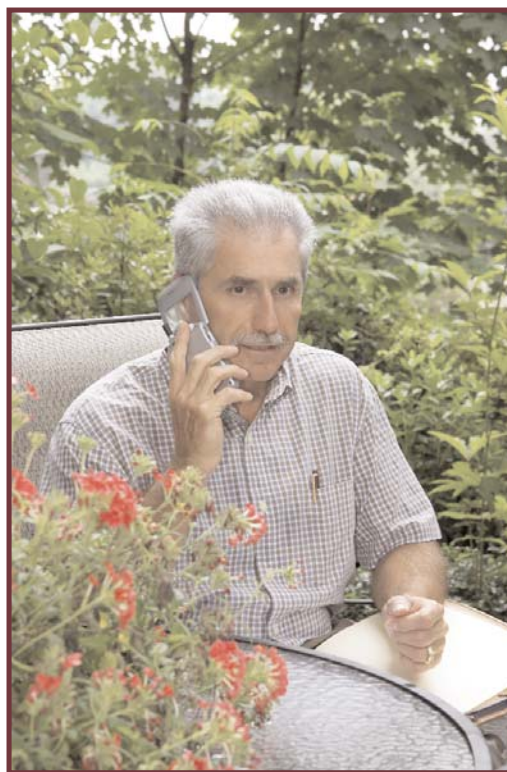
He wanted to make a better living for his family.

know to become a successful agent. “Alan took me under his wing and taught me the ‘blocking and tackling’ of building a life insurance clientele. Alan saw, that as an ex-coach, I was very ‘coachable’ and we got along very well. I credit the habits he taught me with any success I have had.”

Tom also believes that his membership and participation in the Million Dollar Round Table (MDRT) has spurred his success. “The MDRT, of which I am a life member, is an organization that

all financial services professionals should not only strive to qualify for but with which they should become actively involved.”

He said he decided to become an independent agent because while “being tied to a large insurance company and having a big office with big overhead, I began to feel I was working for other people and not for myself or my clients



like I had originally intended to do. Being able to work for myself and doing the best for my clients are the reasons I got into this business in the first place. The freedom to choose what is the best product for my clients in a changing world regardless of what ‘The Company’ thinks is so important and will only become more so as time goes along.”

Beacon Financial Group specializes in building management strategies to reduce clients’ risk



profile by using life insurance, fixed annuities, long-term care insurance and balanced securities portfolios. Tom says he has remained successful over the years “by sticking to the basics and bringing value through helpful leadership, relationship building and creative solutions to my clients.” He went on to say “the best trait I have is being able to actively listen and communicate effectively from my teaching and coaching background. If you ask the right questions and listen to the clients, they will tell you not only what they want, but what they need. It is the most gratifying part of our business and profession that we can make a good living for ourselves and our families by helping people solve their problems.”

Tom’s clients receive regular contact from him including a quarterly newsletter filled with timely topics and helpful ideas and concepts. Tom offers and conducts annual reviews with his clients and visits them regularly either in person or on the phone or by e-mail. He is always available to answer questions, provide updated values or discuss strategies. “Many financial services representatives spend 80 percent of their time searching out new client relationships and only 20 percent or less of their time providing service to their

existing clients. I learned early on that by turning that ratio around I could build a more loyal and satisfied client base. I am comfortable with them and they are satisfied they are receiving the best service. As a result they help me add new clients by introducing me to

people they know who are much like themselves. It is a win-win for everyone and I like that.” Because of his thorough knowledge of a variety of financial products and their applications, Tom has become a valuable ally to his clients and for them he is “a beacon on the financial horizon.”

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