



Habit 2: Value Prop Statements

“At Peak Prosperity, we make it simple and easy to save you time and money. We review the top insurance companies, shop the marketplace and secure your best options.”

“At Peak Prosperity, you definitely came to the right place and don’t have to worry about shopping for life insurance anymore. Our motto is to take care of each customer like they were Family.”

“We’re one of the largest brokerages in the country and our job is to search hundreds of policies to find your best options with the top insurance companies. The bottom-line for you is that you’ll save substantial time and money getting your insurance.”

“As one of the largest full-service insurance agencies, Peak Prosperity has access to a huge database of the top companies that have the most competitive prices. No matter what you’re looking for, we’ll get you the right policy.”

“My job is to search the market-place and match you with the right insurance company that offers the best combination of quality, price and service.”

“At Peak Prosperity, we really cover it all. No matter if you’re looking for the top rated; strongest or most reputable; lowest price, fastest coverage, or combination of all of them, we have all the best options for you.”

“I always tell my customers that you just found the one company in Peak Prosperity that takes the mystery out of shopping for insurance and makes it easy to get a great insurance company and an affordable price.”

“In essence, we shop the marketplace so you can save time and money, and stop having to shop around trying to find the right policy. Here, you get the best products without all the hassle.”

“What I love about what I do is I get to find all of my customers the right company for their unique needs and that also provide the highest quality coverage at the most affordable cost. I feel like I get to be the financial “matchmaker” for every customer.”

“We are one of the Nation’s largest independent insurance agencies so, we shop the marketplace to find your best options.”

“As one of the largest insurance agencies, we have access to all of the big insurance companies along with products and coverage options that no one else can offer.”

“I’m curious- who you have used in the past for your life insurance? Well, let me tell you about Peak Prosperity and how we work. We take the hassle out of shopping for (life) insurance and give every customer a choice of the highest quality protection, fastest coverage and most affordable rates.”

“Just so you know, there are lots of companies online that try to do what we do. I’d say that what really makes us different is- we offer a combination of quality, price and speed that no other company can match.”

“I like to think of us like the “Charles Schwab” or “Fidelity Brokerage” of Life insurance. We give you free expert guidance, the choice of the top companies and best options, and make getting a policy simple and easy.”