



# NewsForum

Numekevor & Associates Inc.

Health Disaster Relief Programs for Business Owners

The HDRP Specialists

HealthDisasterRelief.com

July 2013

25 years and counting

## Persistence is the key to success



In mortal terms, 25 years of anything is a milestone accomplishment. When it comes to career achievements, spending 25 years in the same occupation represents a commitment that is unexpected in today's business environment. Lordy Numekevor, who this year celebrates his 25th anniversary in the insurance industry, attributes his longevity to a persistence that is driven by an ethic of care for his clients.

A number of things have changed within the industry since 1988 when Lordy launched his career. Most notably is the move from a career-agency model with captive agents representing the insurance products of one company, to independent advisors who present a variety of options from a pool of companies. Whereas before agents looked for clients who fit the model of their company's products, today advisors seek out products that best suit their client's lifelong needs.

Alongside this independence, comes a heightened need for accountability to a more educated consumer base that is demanding more transparency from its professional service providers.

The expectation now, is that the advisor will present a more comprehensive choice of options regarding insurance and savings protection. Increasingly, insurance advisors are being held accountable for the amount of information they present relative to a client's potential needs.

"As an advisor you have to disclose so much to the client so that tomorrow, if an issue arises, you can say that you did your best to



Lordy receives his MBA from University of Liverpool in 2008.

present all the relevant options." Lordy points to cases in the United States where advisors have faced litigation for failing to present critical illness insurance to clients who later suffered heart attacks.

"In a way, it is also holding our feet to the

fire," he says. "If I do not provide proper advice, then I am not doing my job."

Today, advisors take 30 hours of continuing education courses every year. The bar is higher for advisors like Lordy who hold a Chartered Life Underwriters (CLU) designation and must achieve this through designated providers. The objective is to stay up to date on best practices in the financial and insurance industry.

"All of this is about being more accountable to the consumer," explains Lordy. "That is where they are trying to raise the bar." On top his CLU Lordy also has the industry specific Register Health Underwriter (RHU) designation in addition to a Bachelor of Science (BSc) in business administration with an accounting major from Admin Legon Ghana, and a Master of Business Administration (MBA) from the University of Liverpool.

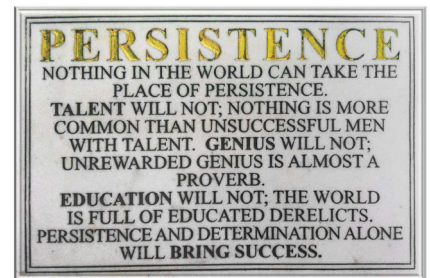
"What good is education when you can't use it to benefit other people?" he asks. Subsequently, he has developed strategies that help business owners protect themselves against the consequences of an unexpected health disaster.

"It's what we call business stabilization funding.

That is what we do. We create a stabilization fund so if something happens to the key person in the business, we flow money in."

"The bank doesn't give you money at that time. They take the umbrella away when it's raining. They give it to you when it's not."

Lordy hails from the small African town, Akuse in Ghana's Eastern Region just north of the country's capital, Accra. His family is from the Ewe tribe, which speaks the Ewe language, Èvegbe. While neither of his parents had any formal education and could not speak English, he learned English as a second language at school. As a young man he worked his way through a business administration



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# Celebr

"If you can imagine it, you can achieve it. If you can dream it, you can become it."

Lordy,  
 Congratulations on  
 Numekevor &  
 Associates' 25th  
 Anniversary!

On Friday April 26, 2013, staff, family and friends gathered at the Blackshop Restaurant in Cambridge for a surprise celebration of the 25th anniversary of Numekevor and Associates. Good food and friendly company were there and many kind words were exchanged.

Those who could not attend sent well wishes, including Tillie and Mervin Lichty.

*"Thanks so much for the invitation. We would have loved to be able to be there but we are traveling...for my nephew's wedding that day!*

*We do want to thank Lordy though for all the years he has worked hard to serve the needs of our company. He had to work hard first of all to win over Mervin's trust, and with his persistence he finally won him over!!*

*Lordy, you have become a great friend over the years and not just a business associate. We wish you the best in the coming years with many more years of success!!"*

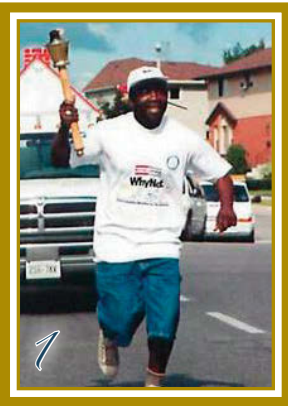
Client Barry Melski also sent best regards:

*"Congratulations to everyone at Numekevor & Associates Inc. on your 25th anniversary. You have to be doing something right to hit that milestone in these trying times.*

*For over 20 years, Lordy has given me good advice and has taken care of all my needs. I like especially the personal approach that Lordy, Mureen, and Asietu have given to me. Numekevor & Associates takes the hassle out of insurance and benefit packages.*

*You have been a friend in good times and hard times. Good luck the next 25 years."*

When Lordy talks about his clients, it is easy to see how serious he is about finding them the best solutions and providing the best care for each one. In fact, he derives great satisfaction in standing up for



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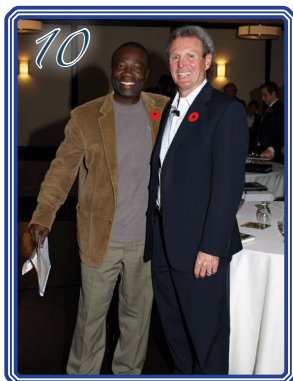
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1. Sunrise Rotary Club Rotary Run, 1999. 2. My daughter Lebene peeping in the car. 3. Mervin Lichty holding a Rwandan war orphan. 4. Barry Melski doing the Ewe Dance. 5. Mervin Lichty holding a Rwandan war orphan. 6. My daughter Lebene peeping in the car. 7. My daughter Lebene peeping in the car. 8. Junior Achievement nomination with Mervin Lichty, 1999. 9. Hockey legend, Paul Maraj, at a fund raising dinner, 2009. 10. My daughter Lebene peeping in the car. 11. My daughter Lebene peeping in the car. 12. My daughter Lebene peeping in the car. 13. My daughter Lebene peeping in the car. 14. My daughter Lebene peeping in the car. 15. My daughter Lebene peeping in the car. 16. Don Vojinovic, President of MAB Industries. 17. The First Dinner: the dinner surprise for Mervin Lichty (MAB Industries). 18. Sharing a moment with Mervin Lichty and Sylvia Connor. 19. My brother Don Vojinovic.

# ate!



his clients in their time of need.

“You don’t hand them over to the insurance company. No, no, no, no, no. This is not a time for you to make money. No, no, no, no, no. You need to be there to speak their jargon on behalf of your client. Don’t leave your client to the wolves.

“I promise that I will come help you and go through all the forms, and even if you have to fight with the insurance company, I will take it over and I will stand by you.”

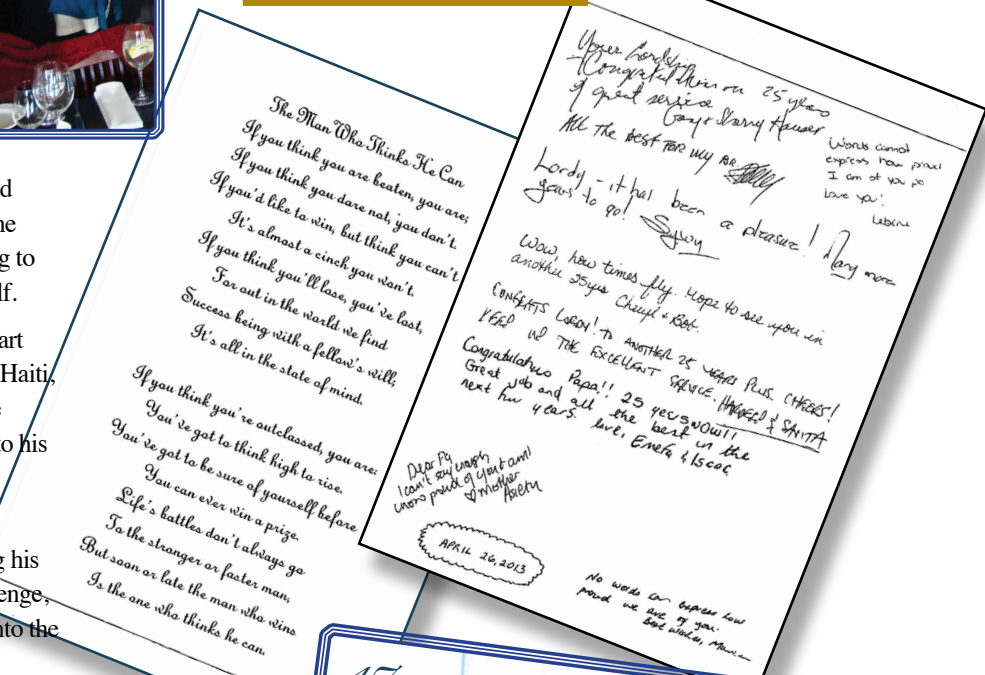
These are not hollow promises either. In 2006, Lordy delivered a \$200,000 cheque to a client on a critical illness claim after the insurance company tried to obstruct the payment. It is amusing to hear him recount what he did to intervene on his client’s behalf.

“So I go to them and I say, ‘Listen guys, a heart attack, is a heart attack. Unless it is diagnosed with a voodoo technology from Haiti, a heart attack is a heart attack in Canada.’” Within a week, the cheque arrived in Lordy’s office and he was able to deliver it to his client.

Not long after that, he was able to stand on behalf of a young widower and father of who feared losing his home after losing his wife. Within two weeks of responding to the company’s challenge, Lordy was able to place the \$500,000 claim cheque directly into the hands of his surprised client.

It is actions like this on which Lordy measures his success. Success for him, he explains, is more about the action you take when you see that other people’s lives are riding on yours.

“We can change people’s lives just by putting in place what is important to them. They get the money when they really need it.”



1. In the 1990s. 2. Cheryl Mortimer celebrating her birthday in my home; see camera! 3. Celebrating the life of my deceased younger brother, 1999. 4. With a cute one, 1999. 5. Industry legend, Lawrence Geller. 6. Tillie Henderston. 7. Ken MacDonald at Lukobe Project fund raising dinner, 2009. 8. With Margaret Senwasane, 2005. 9. With Cosimo at Robert Gagic (left) and Sylvia Henderston, 2010. 11. Donnie and Peter Robbins at Lukobe Project fund raising dinner, Emefa and hubby Isaac Otoo, August 2013. 13. Cousin, Andy Otoo at Liverpool MBA graduation, 2008. 14. Cheryl Mortimer and Sylvia Henderston, April 2013. 15. The grand surprised entry with Dean McIntyre at the resident Racer Machinery enjoying my surprised moment, April 2013. 16. With invitees, April 2013. 18. With Hardip Binning and wife Savita Binning, April 2013. 19. With Hardip Binning and wife Savita Binning, April 2013. 20. With Hardip Binning and wife Savita Binning, April 2013.



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degree at the University of Ghana, the country's premier university.

After finishing his degree in 1985, Lordy came to the University of Waterloo (UW) as an exchange student with the international organization, AIESEC. When his traineeship ended in March 1986, he traveled to England to stay with his brother who was a diplomat there. For six months he worked as an unskilled laborer, washing cars by day and baking bread at night; it was not the future he had envisioned when he left Ghana.



*Taking it easy in my office, 2005.*

But, having spent his entire life up to that point pushing himself from moment to moment to reach his goals, it was no great leap of faith to return to Canada, a country he had always seen as the land of opportunity. It took another year for the right opportunity to present itself, as despite his

credentials and glowing references he found himself working night shift at a local hotel.

He landed on his current career path when he started selling Registered Education Savings Plans (RESPs) in his spare time. It did not take long for him to realize that the flip chart presentations he delivered for an inflexible product were not intellectually taxing enough to maintain his interest. Within a year he joined the Crown Life Insurance Company (now owned by Canada Life) as a full time financial advisor and eventually became an independent broker.

Still, Lordy could not be satisfied with simply following the same beaten path as everyone else. He required more of a challenge and believed there were better opportunities.

So while most people entering the field sold life insurance to individuals, Lordy chose to take up health and disability insurance which he directed towards business owners. The former is a straightforward sale with a quick return on commission; the latter is a complex application process with a commission payment that can take up to four months. Nonetheless, he recognized that this was the right product to protect self-employed individuals from the kind of financial disaster they faced in the event of illness or failing health.

Many of his professional colleagues were surprised, not only with his choice of specialization but ultimately with his staying power. "I am different. I wanted to break away," says Lordy about his choices. "I didn't want to get into something and just be a mediocre performer. So I just kept going, and kept going."

Today, Lordy looks back on 25 years with the eyes of a pragmatist who has experiential knowledge that he would like to share with

others. Some day he would like to write a book to help young advisors understand the importance of practicing the basics of personal interaction. A lot of what he has to say relates to sincerity and persistence, two concepts he understands with resounding clarity.

Lordy admits that this is not an easy business to be in. "You have to have a knack for it. You have to love people, because you get so many rejections." And as an immigrant he lacks the basal network that comes from being born and educated in this county. Regardless, he has had a successful career in an industry where so much of success is based on who you know and on how well you can show how much you care.

"I have to stretch myself more than others because I don't have that personal history and the life-long connections that they have."

Yet, when Lordy calls someone "my sister" or "my brother" it is because he believes that is "how it is supposed to be." It is an attitude about life and relationships that he believes can only be appreciated when people meet to discuss business face-to-face.

"Go out there and let other people prove you wrong in terms of what they think about you," he says. "If you get up in the morning and say 'they don't like me' then that's it; that's the beginning of the end. So just go out there and just expect that everybody out there is a nice person. That's my attitude. Everybody out there is a nice person. They have to prove it otherwise to me. That's all there is to it."



*Our eldest sister, Adokuor, and her family at Sogakorpe.*



*Our second eldest sister, Aku, and her daughter at Akuse.*

**About the company.** We've focused on small business owners and executives since 1988. Founded by Lordy Morgan Numekevor, Numekevor & Associates is one of Canada's leading corporate insurance advisory organizations. We are the innovators of Health Disaster Relief Programs (HDRPs), combining comprehensive benefit and insurance programs to give you, the business owner, the peace of mind you're after. Contact Numekevor & Associates Inc., 88 Robson Avenue, Cambridge, Ontario, N1T 1L2, Tel: 519-621-4422; Fax: 519-621-1466; hdrp@numekevor.com; www.numekevor.com. **About the newsletter.** This newsletter belongs to our clients. Publication dates are January and July with deadlines in November and May. Submissions of original articles, photos or artwork are welcome. For guidelines contact us at 519-621-4422 or email hdrp@numekevor.com. We reserve the right to edit articles for length and clarity.