



BUILDING

A 6 FIGURE INSURANCE CAREER

THE EMERALD WEALTH BLUEPRINT



STRATEGIES, MENTORSHIP & INSIGHTS
FOR AGENTS IN CANADA AND THE USA

Welcome Message from the Founder



Note from Kizzy (Founder)

Welcome to **Emerald Wealth Services**. This is more than just an agency; it's a movement. When I started Emerald, my vision was simple: to create an environment where agents don't just survive in this industry, but thrive.

Too often, the insurance world feels outdated. Many agencies still use old systems, outdated presentations, and leave agents to figure things out on their own. That's why most agents struggle, and why only 8% of the one million licensed agents in North America are active today.

At Emerald Wealth Services, we are rewriting the playbook. We use new technology, modern systems, and proven concepts that help you connect with clients on a deeper level. From concept presentations that simplify complex ideas to emotional buying techniques that truly resonate with families, we are showing agents how to succeed in today's marketplace.



*Kizzy Bowen
(Founder)*

Here's what makes Emerald Wealth different

- ◆ Weekly Training & Daily Support: You're never left on your own. From skill-building to strategy, we walk with you every step of the way.
- ◆ Ask Me Anything Sessions: Weekly live sessions to sharpen your fact-finding, objection-handling, and closing skills.
- ◆ Proven Mentorship: Direct access to leaders who have already built six-figure careers - and who are committed to helping you do the same.
- ◆ Modern Systems: Outdated tools hold others back. At Emerald, we use Zoom, DocuSign, and engaging digital presentations to simplify conversations, build trust, and close more deals with confidence.

Why This eBook Matters

At Emerald Wealth Services, we blend digital-first tools like Zoom for client meetings, DocuSign for instant agreements, and cloud-based CRMs with proven emotional selling strategies. This gives our agents speed, credibility, and efficiency while building trust that lasts.

Your success here isn't a question of if - it's a question of when.

Welcome to Emerald Wealth Services. Let's build something extraordinary - together.

Kizzy Bowen
Founder & CEO, **Emerald Wealth Services**

The Client Comes First

In Canada and the U.S., life insurance is one of the most regulated industries for a reason - because the stakes are life-changing. Families put their trust in us to protect their financial future when it matters most. That trust must never be broken.

Too often, agents in this industry chase quick commissions. They sell the wrong products, push unnecessary coverage, or mislead clients into commitments they can't afford. These shortcuts may make money in the short term - but they destroy reputations and leave families vulnerable.

At Emerald Wealth Services, we believe in a higher standard. When you sit down with a client, you must treat them as if they were your own family: your brother, your mother, your uncle, or your grandparents. Your responsibility is not to sell - it is to serve.



Why We Must Treat Clients Properly

- ◆ **Integrity Builds Longevity:** Agents who cut corners may earn today, but they won't last. The agents who thrive long-term are those who clients trust for years and refer to their friends and families.
- ◆ **Families Deserve Real Solutions:** Many households are drowning in debt, living paycheck to paycheck, or unable to save for the future. They don't need a product - they need protection that fits their reality and secures their tomorrow.
- ◆ **We Are Protectors of Wealth:** Life insurance is the single greatest tool for wealth transfer. Every policy written ensures families can pay off mortgages, fund education, and keep their dignity intact.
- ◆ **Reputation Is Everything:** One bad decision can ruin an agent's reputation forever. One honest, client-first conversation can build a career of trust and referrals.



As Eszylfie Taylor often says:

"Don't focus on how much money you will make. Put your energy into understanding your client's needs and providing the best solution. When you lead with value and service, recognition, trust, and income will naturally follow."





At Emerald Wealth Services, success isn't measured only in commissions or trophies - it's measured in families protected, futures secured, and legacies created. That is what we call The Emerald Promise.

What The Emerald Promise Means?

- ◆ **Client-First Always:** Every recommendation begins with one question: "What does this family truly need?" We put solutions before sales.
- ◆ **Honesty & Transparency:** No hidden agendas, no misleading advice, and no pressure. Only clear solutions that fit the client's life and budget.
- ◆ **Empowering Families Through Education:** Insurance isn't just a contract - it's financial literacy. Our agents are trained to teach clients why protection matters and how it creates stability for generations.
- ◆ **Redefining Wealth Transfer:** We see life insurance not as an expense but as the most powerful tool to pass on wealth. With Emerald, clients can break cycles of poverty and paycheck-to-paycheck living.



How Emerald Delivers the Promise?

- ◆ **Mentorship That Matters:** Leaders like Kizzy and Mahad mentor agents daily, teaching them to serve with integrity and skill.
- ◆ **Training Built for Service:** Weekly sessions and AMA workshops focus on fact finding, objection handling, and emotional sales - all centered on helping the client.
- ◆ **A Culture of Accountability:** At Emerald, you're not left on your own. Leaders walk alongside you, ensuring every client gets the right solution.
- ◆ **Measuring Success Differently:** We celebrate not just top earners but top protectors - the agents who go above and beyond to put clients first.

The Bigger Picture

Families across North America are struggling:

- ◆ Living without protection.
- ◆ Living paycheck to paycheck.
- ◆ Living without a plan for the future.

Every time an Emerald agent writes a policy, it is more than income - it's a shield for that family's future.

The Emerald Promise is simple: put the client first, and everything else - income, trophies, legacy - will follow.

Why Insurance? Why Now?

Insurance is more than a policy - it's protection, peace of mind, and a promise of security for families. But beyond that, it's also one of the greatest career opportunities in North America.

The Career Reality

- There are over 1 million licensed insurance agents in North America, yet only 8% are active.
- In Canada, there are 100,000+ licensed agents, but again, only 8% are active.
- Why? Because most agencies still use outdated systems, offer little mentorship, and leave agents to figure it out alone.

**1 Million
Agents**
Only 8% Active

Why Insurance?

- Unlimited Earning Potential:** Unlike most jobs, your income is tied to your effort, not a fixed salary. Six figures is not only possible - it's expected with the right systems.
- Impact That Lasts:** Every policy sold means a family protected, a future secured, and a legacy preserved.
- Recession-Proof Career:** No matter the economy, families will always need protection. Insurance is one of the most stable industries to build in.

Why Now?

This is not just about building a career - it's about building freedom:

- Freedom to build wealth and stability.
- Freedom to take control of your future, instead of letting an employer decide it for you.

Insurance is not just another job. It's an opportunity to change your profession, change your income, and change your life.

Bottom Line

Now is your time. With the right mentorship and the right agency, you can become part of the 8% who don't just hold a license - but truly build a career that matters.

Life Insurance Coverage by Province

Province	Estimated Coverage Gap* *Under Insured & ^Over Insured	Province	Estimated Coverage Gap* *Under Insured & ^Over Insured
British Columbia	*27.5%	National Average (Canada)	^(- 21%)
Ontario	*23.6%	Prince Edward Island	^(- 4.5%)
Alberta	*19.4%	Nunavut	*34%
Quebec	*13.0%	Northwest Territories	*22%
Newfoundland & Labrador	*25.5%	Yukon	*18.5%
Saskatchewan	^(- 1%)	New Brunswick	^(- 5%)
Manitoba	^(- 4%)	Northwest Ontario	*20%
Nova Scotia	^(- 7%)	-	-

*Coverage gap defined as the shortfall between average needed coverage and current protection levels.

Key Insights: Where the Opportunity Lies



High-Gap Provinces Are Prime Targets

British Columbia and Ontario show the highest underinsurance rates — 27.5% and 23.6% respectively. These represent the largest white spaces for agents to make a real impact and build income volume.

Premiums Still Low Relative to Inflation

Even though 75% of Canadians hold some form of life insurance, most are underinsured. Rising costs of living and higher mortgages mean existing coverage is no longer enough.

Shift Toward Affordable Options

44% of Canadians remain without any coverage. Many believe it's too expensive, but term life plans can provide millions in protection for less than \$100/month - a powerful message agents can use.

Demographic & Economic Factors

Younger families, homeowners with large mortgages, and aging populations are driving demand. These are exactly the clients who need educated, well-trained agents to guide them.

What This Means for You as an Agent?

Every statistic here is more than just a number - it's an opportunity. These gaps represent families unprotected, clients waiting for guidance, and income waiting to be earned.

At Emerald Wealth Services, we give you the training, mentorship, and modern tools to capture these opportunities and become part of the 8% of agents who are active - and successful.

Life Insurance Coverage by Age & Income

Segment	Coverage Rate	Key Insights
Gen Z (18–26)	~36–40%	Lowest ownership; affordability is main barrier.
Millennials (27–42)	~48–54%	Growing demand as families expand; debt and mortgages drive need.
Gen X (43–58)	~53–54%	Peak earning years; high need for protection but often underinsured.
Baby Boomers (59+)	~58%	Higher coverage rates, but many policies outdated or inadequate.
Income <\$50K	~35% insured	Affordability and lack of awareness major barriers.
Income \$50K–100K	~55% insured	More likely to own, but still gaps in coverage size.
Income \$100K+	~70% insured	Higher coverage, but opportunities exist for advanced planning.

Sources: LIMRA, MoneyGeek, Western & Southern Financial Group, Choice Mutual

Key Gaps in the U.S. Market

- ◆ Uninsured & Underinsured: Over 100 million Americans lack adequate life insurance coverage.
- ◆ Affordability Myth: 52% cite cost as the barrier - despite term insurance being highly affordable.
- ◆ Low Engagement: Half of policyholders never update coverage, creating agent opportunities.
- ◆ Young Adults: Gen Z has lowest adoption rates but best position for low premiums.

Comparison to Canada

- ◆ Canada: Provincial gaps (BC & Ontario most underinsured).
- ◆ U.S.: Generational & income gaps (younger/lower-income most underserved).
- ◆ Shared reality: Millions remain unprotected in both countries — well-trained agents can change this.

The U.S. market is massive. Target Gen Z, Millennials, and middle-income families for recurring income. Emerald Wealth Services provides modern tools, emotional sales techniques, and six-figure mentorship.

Emerald Wealth Services trains agents to identify and close opportunities using modern tools, emotional sales techniques, and mentorship from six-figure leaders.

Becoming a 6-Figure Earner



Reaching a consistent six-figure income in insurance isn't just about money - it's about freedom, security, and choices. It's about providing for your family without limits, living life on your terms, and creating a future where you're in control.

Why 6 Figure Matter?

- Freedom: A six-figure career gives you the flexibility to spend time with your family, travel, and enjoy life while building long-term stability.
- Legacy: It's about more than income - it's about protecting families and creating lasting wealth for future generations.
- Confidence: Knowing you can provide not only changes your finances - it changes your mindset, your energy, and your leadership.



Habits of 6-Figure Agents

- Consistency is Everything: They run proven systems daily - calls, appointments, follow-ups, and presentations are non-negotiable.
- Work Ethic Over Talent: Showing up every day and pushing through hard times beats shortcuts or talent.
- Personal Development: Reading, training, mentorship, and events expand skills and multiply income.
- Client-Centric Selling: They tap into emotions first, logic second - using concept presentations to show families why protection truly matters.

Powerful Questions to Ask Clients

- Elevator Pitch: If you had the opportunity to create lasting financial freedom today, how would that change your family's lifestyle tomorrow?
- Fact Finding: Beyond income, what dreams or goals would you want to secure for your children if life took an unexpected turn?
- Objection Handling: We don't just address objections - we uncover hidden concerns and turn them into solutions before they become obstacles.
- Closing: "You'd take a bullet for your family, so why hesitate to protect them for \$100/month?"



Bottom Line

Six-figure success in insurance isn't reserved for the lucky few. It's built through discipline, mentorship, and the right agency. At Emerald Wealth Services, we provide the training, tools, and daily support that turn agents into six-figure earners within their first 12 months.

Secrets from *Top Leaders* (Part 1)



Cody Askins

Prospecting, Humble Mentorship & the 8% Nation

Cody Askins is a respected leader in the insurance industry with over 144,000 agents across North America. He has dedicated his career to helping advisors break barriers and rise into the top 8% of producers who succeed.

What sets Cody apart is his humility and one-on-one mentorship, shaped by his own journey as a new agent. He teaches advisors to overcome obstacles - from handling objections to staying consistent when results take time.

As author of *8% Nation*, Cody sparked a movement inspiring agents to reject mediocrity and pursue greatness. At Emerald Wealth Services, his mission is to help agents achieve six-figure incomes within 12 months.

Takeaway: With Cody's mentorship, Emerald agents don't just learn how to prospect - they learn how to win, grow, and become leaders in the 8% who thrive.



Eszylfie Taylor

Authentic Connection & Producing 6-Figure Earners

Eszylfie Taylor is a dynamic leader who has produced countless six-figure earners by focusing on two core principles: authentic connection and resilience.

For Eszylfie, insurance is about connecting with people and showing why family protection matters. He reminds agents that rejection is part of the journey, and success comes to those who keep moving forward.

Eszylfie is on a mission to duplicate his success. He mentors agents to master concept presentations, emotional buying techniques, and the winning mindset needed to consistently build six-figure businesses.

Takeaway: Build trust, stay resilient, and lead with authenticity. With Eszylfie's mentorship, Emerald agents are positioned to become the next wave of top producers.



Dr. Sanjay Tolani

Mindset, Mentorship & Global Perspective

Dr. Sanjay Tolani is a globally recognized financial advisor, author, and mentor to thousands through the Sanjay Mentoring Family. With 20+ years of experience, he helps advisors worldwide elevate their careers by strengthening mindset, financial literacy, and sales strategies.

His bestselling books guide advisors through every stage of their journey - from goal setting to client psychology and closing deals. He reminds advisors that success comes from learning directly from those who've already achieved it.

Dr. Tolani's global mindset teaches agents to see beyond local markets, promoting financial literacy and family protection worldwide, while inspiring them to think bigger, act smarter, and achieve more.

Takeaway: With Dr. Tolani's mentorship, Emerald agents gain not only practical sales techniques but also the mindset and vision to succeed in today's global insurance industry.



Secrets from *Top Leaders* (Part 2)



Kizzy

A Proven Top Producer Focused on Trust & Relationships

Kizzy, founder of Emerald Wealth Services, is a top producer in financial services because she puts clients first. Her success isn't just in numbers but in lifting others to succeed with her.

As leader of Emerald Wealth, Kizzy duplicates her success through hands-on mentorship - sitting with agents, refining fact-finding, teaching body language, and guiding them through objections. Her philosophy is simple: if she can do it, so can you. She leads from the front, not the top, working shoulder-to-shoulder with agents. Her passion defines Emerald Wealth, building not followers but leaders who achieve financial independence and create lasting legacies.



Kizzy's Promise to Agents:

- ◆ You will never be alone in this journey.
- ◆ You will have access to daily support and weekly training sessions.
- ◆ You will learn the skills that have made her one of the top closers in the industry.
- ◆ You will be guided to always put clients first, building trust through honesty and transparency.
- ◆ You will gain the knowledge to educate families, empowering them with financial stability for generations.

With Kizzy leading, Emerald Wealth Services transforms agents into six-figure earners and industry leaders.

Leadership, Coaching, and Building Agents for Success

Mahad



Mahad, Managing Director of Emerald Wealth Services and leader at Tax Partners, combines experience in leadership, coaching, and growth with a mission to know every agent, understand their goals, and guide them to success. His relationship-based, accountable style means he walks alongside agents, giving them the tools and confidence to perform at their best.

Mahad focuses on people over numbers, helping agents set ambitious goals, track progress, and grow beyond comfort zones, while building not just top producers but future leaders who expand Emerald Wealth, and through weekly training, one-on-one coaching, and constant support, he equips them with practical skills from elevator pitches to objection handling and closing techniques - so every session leaves them motivated and ready to succeed.

Mahad's Commitment to Agents

- ◆ To know you personally and understand your goals.
- ◆ To coach you until you have the confidence and skills to succeed.
- ◆ To help you duplicate leadership so you can grow a team of your own.

Mahad and Kizzy grow Emerald Wealth into leaders reshaping the insurance industry in Canada and the U.S.

Prospecting & Lead Generation (Foundations)



Prospecting is the lifeline of an insurance career - without a steady flow of new conversations, there's no growth, income, or lasting success. The agents who reach six figures aren't always the most talented, but the most consistent and active.

At Emerald Wealth Services, we help agents master prospecting through weekly training, daily support, and live Q&A sessions. Beyond advice, we equip you with proven tools, scripts, and systems to find and convert leads effectively.



Core Prospecting Foundations

- **Networking in Everyday Life:** Every person you meet is a potential client or referral. Friends, family, community events, church groups, gyms, and business meetups all hold opportunities. Agents who learn to introduce themselves with confidence never run out of leads.
- **Referrals Build Trust Fast:** A satisfied client is your best marketing strategy. Asking for introductions turns one client into three, and three into ten. Referrals shorten the trust cycle because you're already walking in with credibility.
- **Social Media Presence:** Modern clients research you online before they sit down with you. By sharing real stories, short financial tips, testimonials, and personal success journeys, you position yourself as a trusted authority.



Powerful Questions to Ask Clients

- **Opportunity Framing:** How would consistent new clients or referrals impact your financial growth this year?
- **Security Check:** If an illness or job loss interrupted your income, how long could your household sustain itself without support?
- **Trust Signals:** When a client smiles, nods, or shares a personal story, what does that tell you about their readiness to commit?



The Emerald Advantage

Unlike other agencies, Emerald Wealth Services guides you through prospecting with practice, roleplay, and support - building the confidence to walk into any meeting prepared.

Prospecting & Lead Generation

((Advanced))

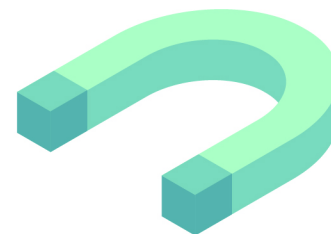


Once you've mastered networking, referrals, and social media, the next step is scaling - top agents succeed not by working harder but they work smarter by building systems that create consistency.

At Emerald Wealth Services, we train you to use modern tools that eliminate guesswork and help you focus on what matters most - connecting with clients and closing business.

Advanced Prospecting Strategies

- **Digital Funnels That Never Sleep:** Ads, landing pages, and lead magnets (like this eBook) generate leads 24/7. We teach agents to build automated systems that attract prospects while they focus on relationships.
- **CRM & Follow-Up Automation:** Most agents fail from poor follow-up, not lack of leads. Our CRM tracks interactions, sends reminders, and automates texts/emails so no opportunity is lost.
- **Concept Presentations:** Instead of outdated charts or jargon, Emerald agents use clear, story-driven presentations that clients understand, remember, and act on.
- **Objection Handling:** Objections are addressed naturally during presentations, reducing resistance and building trust.



Powerful Questions to Use in Presentations

- **Future Planning:** Have you thought about how your family's lifestyle would continue if your income had to pause unexpectedly?
- **Value Comparison:** If you could protect your loved ones for less than what you spend on entertainment each month, would that feel worth it?
- **Peace of Mind:** What would it mean for you to know your family is secure no matter what tomorrow brings?



These questions cut through hesitation because they speak directly to the client's emotions and priorities.

The Emerald Difference in Advanced Prospecting

While others rely on cold-calling and outdated scripts, Emerald equips you with modern tools, emotional selling, advanced roleplay, refined objection handling, and proven word-for-word scripts used by top closers.

Takeaway: Advanced prospecting isn't about chasing leads - it's about building a machine that consistently creates opportunities, and knowing exactly how to close them when they appear.



The Role of Mentorship



No one succeeds in this industry alone. The truth is, over 1 million people in North America are licensed as agents but only 8% are active. Why? Because most agencies hand you a license and leave you to figure it out.

At Emerald Wealth Services, we believe mentorship is not optional - it's the foundation of success. Our mission is to take you from being "just another licensed agent" to becoming a six-figure producer who knows exactly how to close business, overcome objections, and build wealth.

Why Mentorship Matters

- **Shortens the Learning Curve :** What takes others years to learn, you'll master in months. Our leaders sit with you, roleplay real conversations, and walk you step-by-step through fact finding, body language, objection handling, and closing.
- **Accountability & Support:** Mentorship means you're never left alone. Whether you're struggling with your elevator pitch or handling client pushback, we're in your corner every day
- **Confidence Through Practice:** We don't just tell you what to say - we practice with you. Through weekly Ask Me Anything sessions, you'll sharpen your skills in real time with guidance from top producers.



How We Mentor at Emerald Wealth

- **Daily Support:** You always have someone to call when you're stuck.
- **Weekly Training:** Group sessions that teach everything from advanced prospecting to closing techniques.
- **"Ask Me Anything" Sessions:** Live practice on fact finding, objection handling, body language reading, and powerful closing questions.
- **Personalized Coaching:** Leaders like Kizzy and Mahad work with you directly, tailoring mentorship to your strengths and challenges.



The Result

Mentorship transforms confidence into production. Our agents don't just talk about becoming six-figure earners - they live it. Every week, they learn the skills that most agents in other agencies never get access to.

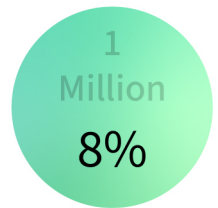
Takeaway: At Emerald Wealth Services, mentorship isn't just training. It's a promise: *if you show up and commit, we'll teach you how to succeed.*

Why Emerald Wealth Services?



There are over 1 million licensed agents across North America - but only 8% are active. Why? Because most agencies fail their people. They hand out licenses, give outdated scripts, and then leave agents to figure it out alone.

At Emerald Wealth Services, we do the opposite. We've built a culture where every agent gets mentorship, daily support, and modern systems that lead to consistent success.



Why Emerald Stands Out

- **New Methods, Not Old Habits:** Emerald replaces old habits with digital presentations and emotional selling methods that turn complex ideas into clear choices families can confidently act on.
- **Training That Works:** At Emerald, you don't just get a license - you get a system with weekly training on prospecting, objections, closing, and live practice through Ask Me Anything sessions.
- **Daily Support:** At Emerald, you're never left alone. Whether you need help with a script, handling a tough client, or fine-tuning your presentation, you'll always have leaders and peers ready to guide you.
- **Proven Leadership:** With Kizzy's and Mahad's proven leadership, you learn directly from those who've done it - and are committed to duplicating that success in you.

Why Choose Emerald Over Another Team?

- At another agency, you risk becoming part of the 92% who quit.
- At Emerald, you become part of the top 8% — and are trained to rise into six figures.
- At another agency, you'll be given old technology and little guidance.
- At Emerald, you'll master modern tools, emotional presentations, and proven closing questions that get results.



Our Promise to Agents

Joining Emerald Wealth Services means:

- You will never be left alone.
- You will always have the mentorship and tools you need.
- You will learn how to build a consistent six-figure career - even if you are brand new to insurance.

Bottom Line

Don't waste years struggling at an agency that doesn't invest in you. At Emerald Wealth Services, we don't just want you licensed - we want you successful.

Building Long-Term Wealth as an Agent



Most jobs pay you once for your time. In insurance, you can get paid over and over again for the work you do today. That's the difference between a job and a career that builds true wealth.

At Emerald Wealth Services, we don't just teach you how to earn commissions. We teach you how to build long-term, sustainable income that creates freedom.

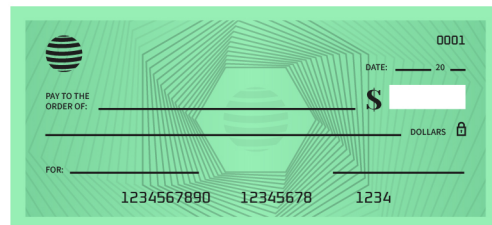
3 Pillars of Agent Wealth

- ◆ **Renewals:** Each policy sold today pays you for years, so while finding new clients, you keep earning from past work.
- ◆ **Residuals:** Renewals stack into steady residual income, letting agents step away from constant grinding and move toward financial independence.
- ◆ **Investing Wisely:** Top agents reinvest in business, training, and growth. At Emerald, we show how to turn income into lasting wealth.



Why Insurance is Different

- ◆ No income ceiling - you decide your paycheck.
- ◆ Your work today builds a financial foundation for tomorrow.
- ◆ You're building an asset, not just a job.



The Emerald Advantage

Most agencies will only show you how to sell policies. At Emerald, we go further:

- ◆ We show you how to turn commissions → renewals → residuals → wealth.
- ◆ We guide you to plan, invest, and think like a business owner, not just a salesperson.
- ◆ We give you a clear path - from first sale to six-figures, and then to leadership by duplicating your success.



Bottom Line

A career in insurance is not just about making money - it's about creating financial independence. At Emerald Wealth Services, you're not building someone else's dream. You're building yours.

Takeaway: With mentorship, systems, and renewals on your side, every Emerald agent has the ability to create long-term wealth that lasts a lifetime.

The Future of *Insurance*



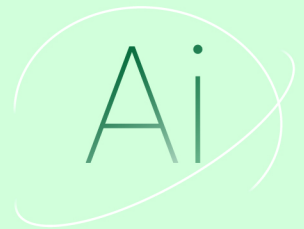
The insurance industry is changing fast. Clients expect speed, transparency, and digital solutions - but most agencies still rely on outdated tools and training, causing many agents to fail.

At Emerald, we unite powerful digital solutions with human-centered selling methods, preparing agents not just for success today, but for growth that lasts.



The Emerald Advantage

- **Digital Tools & Automation:** Families want instant answers. With CRMs, automated follow-ups, and digital presentations, you'll be equipped to serve more clients, faster and better.
- **Artificial Intelligence (AI):** AI is reshaping how agents connect, track leads, and personalize conversations. Emerald trains you to use these tools to enhance your relationships - not replace them.
- **Changing Demographics:** Millennials and Gen Z are entering their prime buying years. They don't want salespeople; they want advisors who understand their lifestyle, values, and financial priorities.



Why Emerald Agents Are Ready for the Future

- Concept Presentations that simplify complex ideas into stories clients can visualize.
- Emotional Buying Techniques that connect with families on what matters most.
- Weekly Training that evolves as the market changes - ensuring our agents never fall behind.
- Mentorship that teaches you not just how to sell, but how to adapt.

Bottom Line

While other agencies keep agents stuck with outdated tools, Emerald Wealth Services equips you with Zoom, DocuSign, expert mentorship, and proven emotional selling - so you can stay competitive today and grow into a six-figure leader.

Takeaway: The future of insurance is here - and at Emerald, you'll be trained to lead it, not chase it.

Testimonials / Success Stories



At Emerald Wealth Services, success means growth, guidance, and connection. Kizzy's mentorship builds skills and confidence, while Mahad's teamwork turns challenges into victories. What sets Emerald apart is a culture where everyone feels valued and supported.

Here are just a few of the voices from agents who trusted the process:

Emily – Ontario, Canada

"When I joined Emerald Wealth, I had no experience in sales. I was nervous, uncertain, and afraid of rejection. But the mentorship I received here changed everything. Kizzy sat with me, taught me how to ask the right questions, and showed me how to close with confidence. Within two years, I built a six-figure career. If I can do it, anyone can."

Michael – Alberta, Canada

"I had worked in other agencies before, but I always felt like just a number. At Emerald, it's different. The culture here is about growth, leadership, and family. Mahad took the time to understand my goals and held me accountable until I reached them. Today, I not only earn more, but I've built the confidence to lead others."

Sarah – British Columbia, Canada

"I used to struggle with consistency. I would start strong, but without support I always fell behind. At Emerald, the daily coaching and weekly AMA sessions gave me the structure I needed. Now I wake up knowing exactly what to do, and I finally have stability and confidence in my career."

David – Texas, USA

"I came from a corporate job where I felt stuck and unappreciated. At Emerald, I finally had mentors who believed in me. Cody Askins' training on prospecting and Mahad's one-on-one coaching changed everything. Within my first year, I replaced my salary and created a clear path to six figures."

Angela – Florida, USA

"As a single mom, I needed more than just a job - I needed freedom. Emerald gave me the tools, mentorship, and emotional buying techniques to connect with families just like mine. Now, I not only provide for my kids but also teach others how to do the same."

Robert – New York, USA

"I've been licensed for years but never really active because I didn't have the right support. At Emerald, the systems and mentorship finally gave me the structure I needed. With weekly training and daily accountability, I'm now producing at a level I never thought possible."

The Message for You

These aren't superstars or exceptions - they're everyday people from both Canada and the United States who followed the Emerald system. Their stories prove one simple truth: if they can do it, so can you.



Your future starts with one decision. _____

The insurance industry has over 1 million licensed agents - yet only 8% are active. The difference between those who quit and those who succeed is simple: the right mentorship, the right culture, and the right agency.

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Why Choose Emerald Wealth Services?

- Daily support and weekly “Ask Me Anything” training.
- Mentorship from proven leaders.
- Powerful tools and engaging presentations that turn prospects into clients.
- A culture where your success isn’t optional - it’s expected.



The Question You Must Ask Yourself

Do you want to be like the 92% of agents who quit,

OR

will you be one of the 8% who rise, succeed, and lead?

FAILURE OR SUCCESS

Take Action Now

This is your invitation to step into a career where freedom meets purpose. A career where you don’t just earn - you protect families, change lives, and build a legacy.

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The next success story could be yours. Don’t wait - the families who need you can’t afford to.