



The National Ethics Association is a membership organization of business owners who want to show their customers what they stand for. By using the information in this profile, you are one step closer to understanding why you should choose an NEA member.

For more details on how to check out a business member, visit our website www.ethics.net



Verify My Membership
at: www.ethics.net



CONTACT:
National Ethics Association (NEA)
Phone: 800-282-1831
Fax: 760-804-7508

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Brian Greenberg

CEO

Member since	10/02/2014
Member through	10/02/2018
Company	True Blue Life Insurance, Inc.
Website	http://www.truebluelifeinsurance.com
Industry	Insurance Broker
Specialty	term life insurance, no medical exam life insurance

From a customer's perspective, [True Blue Life Insurance](#) is unique because of the agents you deal with and the process of obtaining your insurance policy.

Our insurance agents are solid, experienced professionals—not kids in headsets with daily production quotas. Each agent has at least 10 years of experience and many of them have a background in managing and operating their own insurance agencies and sales staffs.

At True Blue, we share a passion for communicating accurate information to our clients, but most importantly—we listen. Our goal is to give you an experience and an expectation. When you have a True Blue agent working for you, you have added a valuable member to your financial advisory team. The counsel you receive from us is advice that is driven by your individual needs, goals, and finances.

It is the knowledgeable, professional nature of our staff that has led to the development of a client-centered and client-driven process we feel is unique to our industry.

At True Blue, we take the time to convey our concern with the importance of getting an accurate quote, and explaining things in everyday language that folks can understand.

We will help you to be aware of the penalties incurred if you are declined and we will work to implement the best available strategies for you moving forward. Of course, if you are a perfectly healthy individual that has never had any medical issues and you know exactly what you want, you will love working with us, too.

We will work to get you the best price, the best rated company, and the quickest approval possible. That is because we have access to 99 percent of all A-rated insurance carriers and we know exactly which companies will give you what you want.

Our agents have worked hard to develop our reputation with insurance companies and their underwriters. Having access to these senior underwriters can clarify if you will get approved and/or the likely price you will pay. This extra step represents real value—something our competitors simply don't offer.

We know and recognize that the current product distribution model for life insurance emphasizes volume at the expense of good, old-fashioned customer service. Solid telemarketing "closers" are deemed more valuable than experienced, seasoned veterans who invest their time to ensure the customer understands all their options.

The "hire in masses, train in classes, and fire their asses" approach used by most call centers is, unfortunately, an effective and profitable technique. It also, oftentimes, results in low-ball quotes, bait and switches, declines, poor service, and ultimately, an unsatisfactory

customer experience.

By using True Blue, you will:

- Enjoy an experience where you understand the product you purchase.
- Receive a quote that, 91 percent of the time, is your actual cost.
- Have a policy issued and delivered within the actual time frame specified by the agent.

So, even though you are doing business with an online brokerage, it WILL be different for you when you choose True Blue.

Our National Marketing Director says the only difference between getting insurance through him today versus 1994 is that:

"I'm not in your living room having you sign a 30-page paper application. The service, the quality companies, and the ethical commitment to the client are still the same."

You will have the opportunity to build a relationship with your agent and our staff. You will be treated like family here. That is because we are more than just agents. We are a community of solid folks that share the same values, goals, and objectives of providing a level of excellence in customer service that is unsurpassed by any other agency.

Of course, anyone can say that, so please take a look at [our reviews](#). We could not get the high volume of praise and positive feedback we do if it wasn't really true.

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[Greenberg Enterprise Group](#) also owns [Wholesale Janitorial Supply](#) and [TouchFree Concepts](#).