

Introducing: The Blog

Where do you go for an open, objective forum on life insurance? What about asking life insurance questions without triggering an automatic sales reflex? I have seen a need for a forum where life insurance questions, issues and philosophies can be discussed - a public marketplace of ideas and challenges. Many I have talked to feel the same way. As the "owner" of the Blog I will post my thoughts, but others will have access to say what they think and tell me that I am full of it and why when they believe that to be the case.

There is a lot of cynicism regarding the life insurance industry; I share it. Many in the industry want to make life insurance about "relationships"; we think it should be about making smart financial decisions based on empirical data. I take the (surprisingly controversial) position that life insurance is a financial asset that should be managed like any other financial asset in one's portfolio.

This new, analytical, fee based approach challenges industry orthodoxy and has elicited a wide range of responses, positive and negative. My goal in this Blog is to carry on a conversation, disseminate information and my opinion, give everyone a chance to have their say and clear up misunderstandings without making it so boring that your brain will try to escape by crawling out through your ear.

The Blog consists of my posts, links to articles, associated comments and the immodestly named "Ask the Expert" section where you can ask an insurance based technical or philosophical question or solicit a response to your own opinion. While there is very little posted at this point of rollout, I have a folder and a brain overflowing with ideas but I am extremely interest in you letting me know what you want to be talking about. So, have a look, make a comment, ask a question.

See you in cyberspace.

Bill Boersma Blog

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