

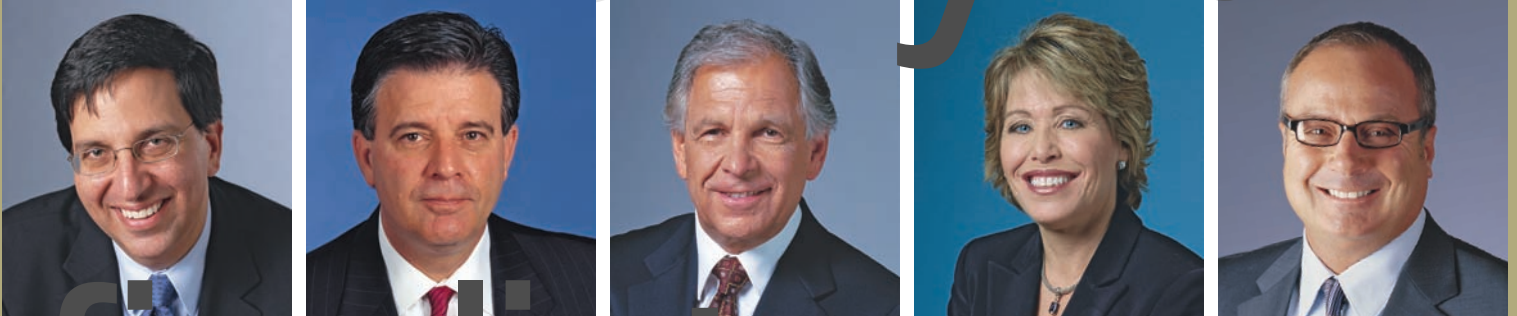
{ 2005 Senior Market Expo show issue }

# Senior Market Advisor®

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[www.SeniorMarketAdvisor.com](http://www.SeniorMarketAdvisor.com)  
[www.SeniorMarketExpo.com](http://www.SeniorMarketExpo.com)

# 2005 producer of the year



# finalists »

+ plus

Special reports:  
protect your practice,  
protect yourself

The future of LTCI:  
trying times have some  
specialists worried

Financial Gerontology:  
what you need  
to know and why



Interviews by Amy C. Cospers  
and Christine DeOrion

# 5 THE FAB FIVE

THE RESULTS ARE IN. MEET THE FIVE FINALISTS  
FOR SMA'S 2005 PRODUCER OF THE YEAR AWARD



FISHMAN



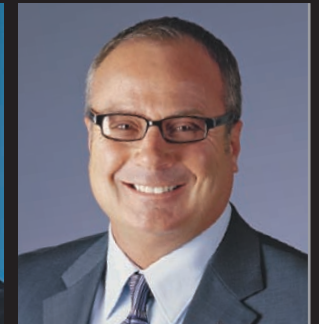
MAGDALEIN



MAPPA



PILVINIS



SHAW

Senior Market Advisor's five finalists for the Producer of the Year award are chosen. This quintet represents the best in the senior advisory industry. Three were nominated by their peers; two were SMA cover subjects. Production numbers, personality and commitment to ethics each played a role in the selection process, and all candidates received a rigorous background check (SMA partnered with the National Ethics Bureau). We will announce the award winner at the Senior Market Expo in May. >>



## PROFILE

### **Philis Sax Pilvinis**

President  
PSP & Associates  
Cave Creek, Ariz.

**2004 production:**  
\$10 million in fixed  
annuity premiums

### **Senior Market Advisor: What is the secret to your success?**

#### **Philis Sax Pilvinis:**

A really strong belief in what I'm doing and a heartfelt respect for the people I work with. I have a commitment to helping them to the best of my ability. I have to attribute some of [my success] to my husband. We're an excellent team and he allows me to be the best at what I do. Also, I have a commitment to an ongoing education. Knowing what's going on makes you better.





“

I believe with everything in me that to run a successful business you must do the absolute right thing for the client.

”



**SMA: What do you think you do better than or different from your competition that sets you apart?**

**PSP:** I think it's my continual drive and I really believe everything that I do comes from my heart. I know that's my driving force.

**SMA: And to date, what would you say is the most successful marketing you've done?**

**PSP:** The seminar system. Hands down.

**SMA: Really? Why is that?**

**PSP:** Well, I believe it's the best way to effectively convey my message without any pressure on the retirees or on me. I get up and I deliver my message. Prospects have a good opportunity to get to know who Philis Pilvinis is and if they like the message and they like what they see, then they have the opportunity to choose to work with me. It's very non-confrontational. I'm not pressuring them. They're not wasting my time and they have a good understanding of what's going on before we ever sit down to meet.

**SMA: How do you get seniors to your seminars?**

**PSP:** We invite them to a luncheon. And based upon the bullets that I present on the seminar card, they decide whether they want to attend. They call my 800 number and then it's show time.

**SMA: How do you give back to your community?**

**PSP:** I would like to have more opportunity to give back of myself, but in

the senior community on a daily basis, I feel as though I really do give back. I'm available on an ongoing basis and I get a lot of calls from clients who have friends who need help. And I refer them out. And I answer things and they come into my office whether they have money or they don't when I offer a free consultation. I can't wait for the day when I can give more of my time to different organizations and really give my time that way.

**SMA: How do you approach ethics?**

**PSP:** Well, the No. 1 priority and the constant check in my mind is: Is this the right thing for the client? And I'm vigorous about that. I believe with everything in me that to run a successful business you must do the absolute right thing for the client. In the end, it's going to come back to you tenfold. I'm rewarded even if they don't become a client by doing the right thing, telling them when to walk away. You know, if I can help them, I get referrals. My business builds so much better with that philosophy.

**SMA: What are you most proud of?**

**PSP:** That my ethics are absolutely squeaky clean and I'm making a considerable amount of money. I love what I do.

