

Announcing the 2007 LFN Advisor of the Year



Andy Castro

Congratulations to **Andy Castro, ACMTC, LUTC**, president of Castro Financial Group (CFG, Inc.), who was named LFN Advisor of the Year for 2007. His firm, CFG, Inc., offers a wide range of programs and services, including estate, charitable and business planning. This honor

is awarded each year to a top advisor affiliated with LFN. Andy has been with LFN for three years, and this is the second consecutive year he has received this honor.

For 2007, Andy says his firm created and maintained a very specific business plan.

“We felt that the success of our year would be determined in part, by the level we could focus on charitable giving. To that end, it was important for us, and indeed anyone interested in success, to be myopic of focus and diligent in the expedition of our intent.”

The charitable organizations Andy’s firm supports include, Project A.L.S., Celebrity Fight Night, Charity for Charity, Bigger-Faster-Stronger Camps, Boys and Girls Club and Helping Hand, in addition to local food drives.

“When we, as an office, reach specific production plateaus we donate a pre-determined amount to our favorite charity organizations. This keeps both our sales levels and our altruistic intentions at the forefront. With this arrangement we can draw a direct correlation from our

company’s success to our level of charitable giving. It’s an effective model to follow. Any business needs production to flourish; we’ve decided to measure our success by how much we can give.”

To maintain the highest level of customer service and help keep focused on their goals, Andy says CFG, Inc. created checklists for cases and ensured that the company’s agents followed the timeframes decided upon.

“The office mantra is that consistency and communication is the best way to ensure referrals and return business,” he explained. “Organization and being in tune with your clients’ needs is the key. You can’t respond to their needs effectively if you’re unsure as to what they are.”

To those just starting out in the business, Andy stresses the importance of follow-through. “Dreams without implementation are just dreams,” he says. “Plans don’t expedite themselves. A great planning session is only a great planning session if you accomplish the goals you discuss. Otherwise it’s just a meeting.”

In addition to Advisor of the Year, LFN recognized Andy at Convention as the 2007 Leading ABGA Producer and the 2007 Company-Wide Leading Individual Life Producer. He also has been honored as a member of Million Dollar Round Table for the last five years, and he has been a member of the National Association of Insurance and Financial Advisors for 14 years. In addition, CFG was recently recognized in Forbes Magazine. ■