



ALINK
Captive Insurance Services



THERE'S A BETTER WAY

ACTION!

Captive Insurance

“Action is a great restorer and builder of confidence. Inaction is not only the result, but the cause, of fear.” —*Norman Vincent Peale*

There are millions of reasons for business owners to take action today. Here's the top three:

1. **Protect YOUR company.** Captive insurance provides protection. Formal risk management insures exposures of YOUR business or businesses.

2. **Create a profit center.** Insurance companies are designed to be profitable. Turn premiums into profits as you pay premiums to YOUR insurance company and retain those same assets.
3. **Create YOUR solution.** Captive insurance is more than insurance, more than retained earnings, and more than a strategy. Captive insurance is a solution! Your problem, challenge, or goal can and should be addressed through YOUR insurance company.

The only way Captive Insurance can protect your company, create a new profit center, and be a solution is for you the business owner to take action. Create your own insurance company.

[What's your objection?](#) Doubt, fear, uncertainty, or ignorance? Immediate action, education, communication, and implementation are actions which lead to better, more powerful, educated actions.

“Inaction breeds doubt and fear. Action breeds **confidence and courage**. If you want to conquer fear, do not sit home and think about it. Go out and get busy.” —*Dale Carnegie*

Although the opportunity is available to create your own insurance company anytime throughout the year many positive consequences are created **Now, Today**, by taking action today. These many positive benefits provide value to you now, and are compounded in the future. Most business owners take action in the fourth quarter. It's the fourth quarter. Those who do, reap the benefits.

Business owners who defer, typically are choosing inaction. Inaction means their operating company is not formally protected, they continue to be at a disadvantage, a new profit center is NOT created, and problems remain problems without a solution.

“An idea not coupled with action will never get any bigger than the brain cell it occupied.”
—*Arnold Glasow*

Captive insurance is much more than an idea, it is a multi-billion dollar industry that most profitable companies utilize to minimize risk. **Take action,** and create

Your Link to Security!

Rich Ericson, President

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