

a profile of SUCCESS

NORTHEAST PLANNING GROUP Riaz A. Khokhar, LUTCF, *President and CEO*

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Professional

Agency location: Roslyn Heights, New York

Awards with primary carrier: 2008 Crystal Trophy and \$500,000 Club Cup

Started in the industry: 1993 as a full-time agent.

Loves most about this business: The ability to be independent, and to help others.

Proudest professional accomplishment to date: Northeast Planning setting a new primary carrier record in 2008 with more than \$7.5 million in paid life insurance premium.

Credits agency success to: The outstanding producers and staff of the Northeast Planning team.

Primary lines of business: Multicultural, small business, affluent, and estate planning markets.

Why Ameritas®: The uniqueness of the way business is conducted at Ameritas, the independent nature of the agents/GA's contract, and the ability to build great working relationships with our Ameritas associates.

How the Northeast Planning Team won the Crystal Trophy and \$500,000 Club Cup: A great level of coordination between agents, home office team, and agency staff.

Changes made over the years to reach success today:

Northeast Planning Group's philosophy never changes. Stay focused, build on the success we had in the prior year, and work towards a strong year day after day.

Business philosophy: Be realistic, forthright and work out of your conscience. Do the right thing.

Single most helpful piece of advice for success in this business: Be forthright, honest and generous in your business dealings, never compromise on your principals, and never take your eye off your desired goal.

Personal

Last book read: *Think and Grow Rich* By Napoleon Hill.

Favorite Quote: "Do the right thing in the right way every day."

Favorite way to relax: Cooking.

Favorite TV show: Wheel of Fortune.

Favorite charitable activity: Raising funds for my daughters' school.

Favorite profession to pursue if not this industry: Business of any kind, or teaching.



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