



Insurance agents rewarded for success

Gala dinner thrown in as part of celebrations

HONG Leong Assurance (HLA) agents managed to garner an 8.1% of the market share in the life insurance market based on regular first year premiums, despite representing only 4.7% of the total industry's agency force.

To recognise its top performers, HLA staged an awards presentation gala dinner at the First World Hotel, Genting Highlands. The event was aimed at honouring HLA's Life agency force for the financial year ending June 30 2009. Among the awards presented where the Master Builders Award (MBA), Champion Agency Manager, Champion Unit Manager, Champion Agent and Champion Bumiputera Agent.

The MBA award, introduced in 2003, is to reward leaders who excel in recruiting new agents. Michael Tan, this year's MBA winner, recruited 126 new agents

who contributed a record-breaking of 176 MBA points.

Tan has been the MBA champ for the past three years.

"Work hard, play smart and have a balanced lifestyle; that is my winning formula," Michael said.

The Champion Agency Manager award went to May Lee Sue Wee. Lee is also the first Malaysian to be awarded the International Platinum Dragon Award and is a qualifying lifetime member of the Million Dollar Round Table (MDRT).

Lim Seng Kian bagged the Champion Unit Manager award with FYP RM2.51mil. This year, Lim set an unprecedented record for HLA by being the first to achieve Champion Unit Manager as well as Champion Rookie Unit Manager.

"In the near future, I will be moving towards grooming and

managing future unit managers and to ensure that my agents can build their own groups," Lim said.

Raymond Wong, meanwhile, won both the Champion Agent award and Champion Rookie Agent award and broke the record by producing RM1.42mil in five months.

Wini Roswita once again attained the title of Champion Bumiputra Agent this year. Wini has won the Champion Bumiputra Agent seven times.

"My goal is to be the first Bumiputra agent in HLA to achieve a Lifetime MDRT status," Wini said.

"Our agents are fine examples of perseverance, commitment and passion. The numbers speak for themselves," HLA group managing director and CEO Loh Guat Lan said.



All smiles: The top performers take the stage for a group photograph