



Field
Update



July 20, 2010

Mark Heitz featured on *Agent's Sales Journal* podcast

Mark Heitz, Executive Vice President of Sales and Distribution at Aviva USA, was the featured guest on Agent's Sales Journal's most recent podcast.

In a 10-minute interview titled "[A Bright Future for Life Insurance](#)," Heitz talked about why the industry is poised for growth.

"Generally, people believe tax rates are going up and that makes people look closer at life insurance," said Heitz. "You also have people who, because of the economic crisis, may have had assets that they lost value in...Because of the economy, people are more risk averse and are turning to life insurance."

He explained why indexed universal life will be one of the leading products for consumers as the industry continues to recover.

"It's a product that offers the consumer safety and protection they are looking for...but also gives them good upside potential," he said.

Heitz also talked about the value of Aviva's exclusive Wellness for Life® Rider, which gives customers the potential to save on their cost of insurance by seeing their doctor regularly and maintaining their weight. It also offers services from Mayo Clinic Health Solutions that may help them maintain or improve their health.

He concluded the interview with advice to producers on the importance of educating clients about the long-term value, versatility, and tax advantages of life insurance.

[Click here](#) to listen to the podcast.