

A consummate specialist in his prime

“Just as the Globe & Mail is considered Canada’s national newspaper, George Lengvari, Sr. can be considered Canada’s national life insurance specialist. No one is better known across Canada than George.”

Dale Congram, CLU
Branch Manager,
Montreal Centre

Manulife Financial’s 1995 Top Producer World-Wide

“As long as one has responsibilities and challenges, he or she will keep on going never mind the age.”

George Lengvari, Sr. LL.B., Ph. D., CLU

At 81, George Lengvari Sr., CLU, continues to prove that there is no age limit to human potential. In fact, his trials,

investment. He was a driving force behind the development and implementation of Single Premium Life Insurance products, a policy so advantageous that the Canadian government changed the Tax Act and disallowed its future use.

His target markets include some of the wealthiest people and professionals in Canada. He specializes in Family Business Succession. He reaches his markets through “referrals by professionals such as accountants, actuaries, and, occasionally, lawyers.”

“We have a few associated brokers, who represent us in parts of Canada where we do not maintain an office. We do business with agents who use our services to sell the special concepts we develop,” says George.

In 1995, George was Manulife Financial’s leading producer in the world among 6,000 agents in 17 countries. Operating offices in Montreal, Toronto, and Vancouver, he’s been associated with Manulife for 24 years, 21 of which has been with the Montreal Centre branch. He’s a familiar face to many recognition programs: Executive Council, 2 Star MasterBuilder, 1995 Production Club President, World Conference, National Conference, and the list goes on. Yet, even though he is one of Manulife’s finest, he will attest to the fact that he does not work for the company. George’s foremost and only commitment is to his clients.

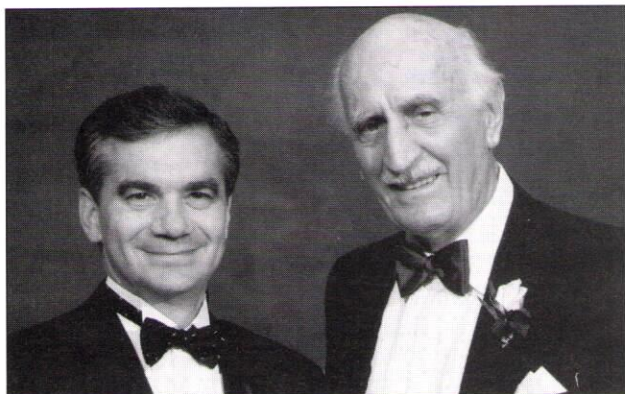
According to George, “A good agent has to get excited about something that is clearly beneficial to the client.” His own company’s motto is “Your Financial Security is Our Business.”

This career long conviction to represent the interests of his clients first and to select the proper insurance company for them does not frighten Manulife’s marketers because, as George states, “they know they offer the best products anyway.” He simply enjoys the freedom to provide the best service to his clients and is adamantly against the contracted agent distribution system of working solely for the company’s interests. Judging by the amount of business he places with Manulife, George truly finds the company capable of satisfying his customers’ needs.

“I joined the company because Manulife produced a good single-premium policy with an excellent dividend record. I stayed with the company because it is a good company, with excellent market support, new products and superior underwriting for large cases. Besides, I have been impressed by their sincere efforts to satisfy existing clients.” George explains.

Dedication to his clients is just one aspect of the consummate specialist. George never quits. The fact that retirement is not in his master plan is just one example. Throughout his life, however, there has been ample opportunity to lose focus, to surrender, to give up. He hasn’t.

Fifty eight years ago, in his native Hungary, George received a Ph.D. in Political Science, when World War II abruptly changed his life. Before the decade of the 1940s was over, he had descended from being an executive of a government agency, to interpreter in British occupied Austria, a handyman/gardener and beekeeper in Scotland, and Bee-disease Inspector in



President & CEO, Dominic D’Alessandro, congratulates George Lengvari as Top Manulife Financial Agent World-Wide in 1995.

triumphs and continuing goals for the future may border on the unbelievable... but those who know him will testify that his success story is by no means fiction.

His expertise is in individual life insurance. “Sell only what you know and can be responsible for,” proclaims George. He and his well-balanced team known as Lengvari Financial Inc. are leaders in the life insurance industry because of this focus on being the best in a narrow segment of the market. They are specialists.

George is a pioneer in the use of life insurance as a tax sheltered

England. Throughout the turmoil, George kept his focus, his pride and gained a life long companion, his wife Trude.

Even as a beekeeper, he was determined to be a specialist. "They told me, 'you can only put one queen-bee in a beehive.' I put two in." Soon he was giving lectures to other beekeepers about "Multi-queen colonies."

Although he had mastered the bee trade, in 1951 he left England for Canada in search of new opportunities. His first assignment in Canada: cleaning up Montreal's financial district. He was a janitor with a Ph.D. working for 45 cents an hour.

For many post-war immigrants, being Canadian took strength, drive and determination. Interestingly enough, these characteristics also provide an excellent foundation for a career in sales. George sold vacuum cleaners first, followed by an offer from Excelsior Life to become an agent. It's been 45 years since the sale of his first policy and George Lengvari, CLU, is still in his prime.

In his own words, George's personal attributes which have made him a leader in the life insurance industry are "The ability to focus and maintain a good balance of the 'The Whole Picture' and by building and maintaining a reputation that we (Lengvari Financial Inc.) are there to serve our clients. Focus and prioritization are very essential. You have to be a specialist to rise above the crowd."

The "Whole Picture" is what is needed to become a leader in the insurance industry. This includes the accumulation of Knowledge, Selling, Publicity, Relationships, Administration, Reputation, Health and Family Support.

"After good preparation through the basics, learn to narrow your focus. Become a specialist where you can offer better answers than anyone else," is his advice to attracting and cultivating new clients.

Over the years both his business and reputation have grown, as he has guest lectured across North America and was president and director of



George received his Golden Diploma at the University of Budapest, in 1994, 55 years after he received his doctorate in Political Science.

organizations such as the Chartered Life Underwriters of Montreal and the Estate Planning Council of Montreal. During this time, his wife Trude, son George Jr., and daughter Christine, have been by his side.

"My wife still comes to the office every day and my daughter joined the firm a year ago, with the thought in mind that one day she'll take over - that is, of course, unless she decides to retire earlier than I do."

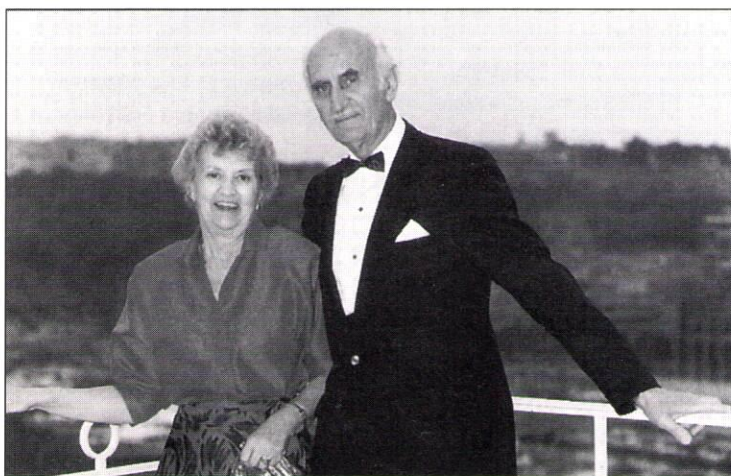
His story seems as endless as the goals he sets for himself. His life runs on the adrenaline created from keeping constantly busy. Rising between the hours of 3:00 a.m. and 5:00 a.m., 81 year-old George heads off to work everyday to be specialists for his clients. He still insures quite a few of his earlier customers as well as their children and grandchildren.

"My goal is to build a National Front; to become a specialist for the accounting and tax advisors of family business. If I become a world leader for Manulife

again at 100, then I shall be even more proud."

Given George Lengvari's past accomplishments, it is wise to believe in any future goals this consummate specialist sets. Dialogue will patiently await the arrival of 2015, the year Mr. Lengvari will be 100.

"The two greatest qualities George brings to the life insurance profession are the incredible passion he exhibits for his business and the overwhelming imagination he possesses for the use of our product, life insurance, as a financial planning tool. George Lengvari, Sr., has always been 'Leading edge.'"



On Top!... of Monte Carlo. George has qualified for several World Conferences for which he is always accompanied by his wife of 56 years, Trude.