

SOFT MARKET SALES

In this economy many industries are feeling the pinch. Home sales are down in most areas of the country, which leads to a fall out in the banking business, the mortgage field, the construction industry and home improvement sales. Insurance brokers who specialize in these markets are seeing their clients' incomes go down and thus their business suffers.

The stock market is responding to this. People with stock portfolios are seeing their income go down on paper, which means personal spending may go down. This leads to lowered insurance premiums in the affected industries.

When people are concerned about their incomes, they stop buying most things. To keep premiums coming into the agency, it might be time to think about those industries that are not affected by the current housing and stock market.

It is a proven fact that when times are tough, women and many men still get personal services done such as massage and facial services, they cut their hair and they get their nails done. Permanent Cosmetics are a time saver, which reduces stress. Its popularity is not waning and in fact new people are entering the industry every day of the week.

To deal with tough times, it is more important than ever for people to look and feel their best. Services being done by medispas such as laser photofacials, laser work on age and sun spots and laser hair removal are more popular than ever. Botox procedures, which are intended to reduce forehead lines, are increasing in dramatic numbers. Juvederm and Restylane may very well reduce the lines around the mouth and on the lower face making people feel better about themselves. This helps them compete in an age obsessed society.

And when all else fails, people say "I have to do what is right for me" and then go out and get a tattoo or piercing. The tattoo industry has got to be one of the fastest growing businesses in America.

Industries PPIB insures: Beauty salons, MediSpas, Laser Centers, Body Piercing & Tattoo Shops, Permanent Cosmetics, Tanning Salons

Check out our programs. These industries have major growth potential. Why not try something different and fun? www.medispa-ins.com and www.tattoo-ins.com

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Professional Program Insurance Brokerage