



Insurance Agent Laine Caspi Embraces Mobile Technology To Grow Her Business At Paratus Insurance

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Laine Caspi, an insurance agent at Granada Hills, CA based Paratus Insurance, recognizes that utilizing mobile technology will allow her to grow her business. Therefore, she has invested in a personal Mobile Referral Card. Those who are interested can go [here](#) to take a look.

A Mobile Referral Card is similar to a phone app in that an icon is saved to a smartphone's homepage making it handily accessible for the user. By tapping on the icon, the user is directed to the mobile card which like a traditional business card provides information about the person. Unlike a paper card, the user can utilize the click-to-call button and a click-to-email button to rapidly contact the owner of the card. It also has a feature that allows the card to be quickly and easily shared from one user to another either by text or email, hence, the name - Mobile Referral Card. There is also a button on your mobile phone that utilizes the GPS and Google maps to provide turn-by-turn directions to the business location.

According to a 2015 study by Pew Research Center, "64% of American adults now own a smart phone." In another Pew survey by American Trends Panel, it was reported that "46% of smartphone owners indicated

that their phone is something that they couldn't live without" and that "93% find their phone to be helpful." By investing in a Mobile Referral card, a business owner can literally be with the consumer 24/7 and just a tap of the phone away.

After reviewing the stats and the functionality of the Mobile Referral Card, Laine Caspi stated, "As an insurance agent, I recognize that there is a lot of competition in this field. I have to do what I can to stand out from everyone else. A tool such as my Mobile Referral Card, will allow my current clients the capability of sharing my information with a few touches of their phone. It is much easier for them."

According to a Nielsen report, "The most credible advertising comes straight from the people we know and trust. For that reason, it should come as no surprise that more than eight-in-10 global respondents (83%) say they completely or somewhat trust the recommendations of friends and family." Therefore, referrals are an important element for the growth of an insurance agency such as Paratus Insurance. A tool that provides contact information and can be passed from one person to the next as effortlessly as a word-of-mouth recommendation is an asset that can make one agent stand out from the others in the same market.

When Laine began to share her card, she reported, "I used my card for the first time at a mixer last night, and it was a huge hit." By embracing technology and investing in her own personalized Mobile Referral Card, Laine Caspi is forecasting a rise in referrals leading to growth in the number of clients for Paratus Insurance.

To contact Laine, simply go here to click-to-call her or click-to-email her.

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For more information about Paratus Insurance, contact the company here: Paratus Insurance Laine Caspi 818-363-4500 Laine@ParatusInsurance.com 10718 White Oak Ave. #5A Chatsworth, CA 91344

Paratus Insurance

We work to save you time and money. We do all the research, choose the right product based on your needs at the best price, and work to get every discount that applies to you. We make life easier taking care of all the application process.

Website: <http://paratusinsurance.com/>

Email: Laine@ParatusInsurance.com

Phone: 818-363-4500



