



Partner Content

# Make the shift: Former real estate agent to agent of life

By AAN team | 04 Aug 2021

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Financial planning is not just about the dollars and cents. At Great Eastern, we have a team of professional, knowledgeable advisers who serve our clients with a heart.

In this series, we hear from our agents of life who have joined us from different industries, who share insights on how their skills have helped them learn new tricks, how they are contributing to their clients' lives in a valuable way.

Here is the story of Benjamin Lim who has made the shift from being a real estate agent.

### 1. What motivated you to make the shift?

"Joining the industry wasn't my first choice but things changed when my aunt was diagnosed with early-stage cancer. I found out that she did not have adequate insurance coverage to manage the unexpected expenses and that was the turning point for me. I realised having enough insurance coverage was important. I decided to make the switch so that I could use my professional knowledge to help my loved ones and others against such unforeseen life events."

### 2) How has your past vocation helped you in your current career with Great Eastern?

"In this people-centric industry, good communication skills are essential. As a former real estate agent, I had to understand my customers' needs and communicate effectively with them. Those skills that I gained are essential in my current role."

### 3) Why be an agent of life at Great Eastern?

"Great Eastern is an established insurer and trusted insurance company that supports us with the resources to upskill and develop our careers. With that, I am able to grow on a personal and professional level. It is also a Singaporean insurance company and as a proud Singaporean, I am proud to work at Great Eastern and build my career here."

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