



Selina Soh with husband Vincent Chia & daughter Regina Chia



Cindy Yeo with daughter Fiona Chen



Lucy Ho with daughters Nerissa & Jameela Ong



Harold Ng with sister Pauline Ng

Great Company

Great Family Ties

Amidst many changes in the life insurance industry, Great Eastern stands out as a financially strong and stable brand. Currently into its second century, it is the most established life insurance company in Singapore and Malaysia with \$48.5 billion in assets and 3.8 million policyholders.

It has been said, "So much of what is great has sprung from the closeness of family ties."

This is exactly what it is at Great Eastern. Its one-happy-family approach has resulted in an agency force that is among the most productive in the industry. Last year, its agency productivity surpassed the industry average by 28 percent. Great Eastern also has the fastest growing agency force. It grew by 32 percent in the past three years, outperforming the industry average of 9 percent.

"We pride ourselves in the strong family culture we have at Great Eastern. Our life planners enjoy the environment so much that office is like home to them, and the people around them like their own family members. It is not surprising that they are so passionate about what they do," said Ben Tan, Head of Distribution at Great Eastern.

The family that works together stays together

So strong is their belief and passion in what they do that they do not hesitate to bring their family members to join them in the business. One such example is **Harold Ng**, Senior Director of Financial Services, who recruited his sister, **Pauline Ng** into his agency in 2004.

When asked why he brought her into the industry at the peak of her career in Human Resources, Harold said, "Why not? While she was already successful as a HR Director in a listed company, I saw in Pauline potential that I believed only this career could realise." And he was right. Pauline is now a life member of the Great Eastern Life Achievers Club and has qualified for the Million Dollar Round Table (MDRT). Only the most successful life insurance and financial services professionals can qualify for membership in these exclusive bodies.

Lucy Ho, Manager of Financial Services, recruited both her daughters, **Nerissa** and **Jameela Ong** into the industry as soon as they graduated. "This is one career that benefits the entire family. The culture here at Great Eastern is very pro-family. Even our annual convention to exotic destinations such as South Africa, Switzerland and Spain are open to family members. This gives us the opportunity to spend precious time bonding with our loved ones."

Cindy Yeo, Senior Manager of Financial Services introduced her daughter, **Fiona Chen**, into her agency as part of her 'succession plan'. Cindy enjoys a close relationship with her clients, having been in the business for 27 years. Many are, however, concerned that Cindy might retire soon in the near future. "Now with Fiona on my team, my clients are assured of continuity and they are entrusting their children's financial portfolios to us as well."

All in the family

Focusing on clients' needs has brought much satisfaction to Director of Financial Services, **Selina Soh** whose team includes husband **Vincent Chia**, daughter **Regina** and most recently, son-in-law, **Tan Tian Wah**. For the daughter Regina, it was a matter of time that she joined her parents in the business. She grew up watching how Selina and Vincent forge great relationships with their clients. "My parents are an inspiration! Besides insurance matters, they also go out of their way to help their clients on matters relating to tax filing, banking procedures and even loan applications. Many are grateful for their help, and treasure their relationship with my parents."

Such is the kind of relationship that is fundamental to the business at Great Eastern. Embodied in the Company's 'Life is great!' philosophy is the belief that ultimately, a great life is about building great relationships - with clients, colleagues and family.



With a career as a Great Eastern life planner, you're always covered.