I have been in the Financial Services Business for over thirty years. Despite an inauspicious start and literally failing for my first six months I was fortunate to have been introduced to the One Card System. I embraced the system and made MDRT in my first full year in the business. I qualified five more times consecutively while developing a unit of twenty five agents. This would not have been possible without the structure of the One Card System. I have developed many successful agents over the years while always using OCS as the basis of helping them develop their practices.

While the OCS is the best system available in my opinion for successfully building your practice, there are some short comings when trying to manage a large group of agents. It is difficult to review everyone's Success Manual and Card Box especially if you have remote agents. The system wasn't using the technology available today and many "tech savvy" agents found it cumbersome.

I was very excited to learn that Barry and Delia Alberstein were working on a computerized version of the system which they call the CAM (Career Activity Management) system. The Albersteins have worked with hundreds if not thousands of agents facilitating training and Client Builder Meetings. Because of their intimate knowledge of OCS and their dedication to helping agents succeed in this business, who better to develop the CAM system. I was so excited to hear that they were developing a computerized version of OCS that I was able to be part of the Beta testing.

My expectations have been thoroughly met. The CAM system makes building your practice so much easier. If you utilize the system, all of you prospect and client data will be captured and remind you of every opportunity for contact at exactly the right time. You can measure your daily activity, and the system will tell you whether you are meeting your goals, or where you need to improve. The system will automatically give you a dollar value for every activity function you perform. You can do projections and even perform "what if" analysis to help you strategize your activity. There are reports for virtually any way you would like to analyze your data. The Albersteins have incorporated a robust "coaching" section so you always have a ready resource to explain a concept or help you improve your performance. We have suggested ideas that would be nice to have and quite often the Albersteins have adopted them into the system which seems to be constantly evolving and getting better all the time.

The CAM system has proven to be the perfect tool to help me develop and coach my agents. I have "real time" information on their activity and inventory so I can see what they are doing well or where they may need improvement. Because the system is Web based I have found it very effective in working with remote agents. Let's face it, the hardest part of learning this business is developing the discipline of effective daily activity. With the touch of a button I can see whether an agent has input their daily activity and how I can best help them. I have our whole agency using the CAM system and quite frankly I couldn't imagine trying to run our operation without it. I wholeheartedly endorse and recommend the CAM system whether you are an agent or running an agency. I have offered to have the Albersteins provide my contact information to anyone that would like to talk to me about the system and how we use it at our Agency.

Regards,

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