Life Insurance Agency Owner Behind Nearly $4M a Month Unveils Spanish-First Growth Model

How Nationwide Financial Firm rebuilt agent recruiting and training around Spanish speakers first.

SAINT PETERSBURG, FL, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Nationwide Financial Firm made a bet in 2023 that most of its industry still has not. Co-founder Digna Deleon-Morris, a life insurance agency owner whose organization now writes close to $4 million a month in premium, unveiled the Spanish-First Growth Model during a recent appearance on 21st Century Entrepreneurship with host Martin Piskoric. The premise is plain: build the entire path to agency ownership in Spanish from the start instead of translating an English program after the fact.

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>
> *Digna Deleon-Morris, Co-Founder, Nationwide Financial Firm*

Millions of Spanish-speaking professionals arrive in the United States with degrees, licenses and businesses already behind them and no way to prove any of it here. Deleon-Morris says she regularly meets attorneys and doctors from Colombia, Venezuela and the Dominican Republic driving rideshare and delivering packages while the work they trained for sits out of reach. Her read on the market is that the gap is not a demographic but a language of instruction.

In 2023 Digna Deleon-Morris moved her entire book of business to the Hispanic community while her husband and co-founder, William Morris, kept leading the English side of the firm. Splitting the company that way let each of them build for one audience without watering it down for the other. Her side of the business grew roughly 10 times over.

"Martin, I went to work with Latinos in 2023, and I transitioned my entire business to the Hispanic community," Deleon-Morris said during her appearance on 21st Century Entrepreneurship. "I literally 10x the business just by servicing a community that needed help and support."

The Spanish-First Growth Model moves an agent along one line: get licensed, plug into a system

that produces, then own the agency. Every piece of it runs in Spanish, including daily training, roleplay and live support during real client conversations. New agents are aimed at a submitted policy inside five to 10 days, because the firm treats a first win as the thing that builds belief.



The second half of the model takes the founder out of the center. Deleon-Morris says the business only became scalable once she stopped trying to control every piece of it and started pouring into leaders who could duplicate the work. Agents who produce consistently are moved into recruiting, mentoring and training the next group of owners.

One example arrived by email on a Saturday: a 20-year-old high school dropout who found her on YouTube, wrote to her in Spanish and was on the phone with her inside 45 minutes. He was licensed, had earned nothing and did not speak English. Two years later he was running a multimillion-dollar business of his own.

The life insurance agency owner says that pattern repeats most often with single mothers who already know how to work hard and have never been handed the right vehicle.

"But some of these people know they are made for more," Deleon-Morris said on the show.

Nationwide Financial Firm invests more than $50,000 a month in advertising that produces 2,000 to 3,000 new inquiries. Roughly 70% to 80% of booked prospects show up to their calls, a rate Digna Deleon-Morris credits to structured follow-up. Over the past decade the organization has helped hundreds of agents reach monthly incomes of $10,000 to $30,000 or more and collectively generate over $30 million in revenue.

Deleon-Morris knows the climb from the bottom of it. She arrived in the United States from the Dominican Republic at 17 and took a job paying $5.25 an hour. She and Morris made millions in an earlier venture, lost nearly all of it in a 2016 collapse and rebuilt around systems other people could copy rather than personal hustle, an arc Forbes Los Angeles later profiled.

Next, Nationwide Financial Firm is deepening its Spanish-language leadership bench so more agents can recruit and train in the language they think in. Digna Deleon-Morris has singled out mothers working two jobs as the group she most wants to bring home.

Families and licensed professionals can review the Spanish-First Growth Model and request a

consultation at www.nationwidefinancialfirm.net.

About Nationwide Financial Firm

Nationwide Financial Firm is a bilingual life insurance agency serving Hispanic and American families across the United States. Co-founded by life insurance agency owner Digna Deleon-Morris and William Morris, the firm pairs Indexed Universal Life insurance and annuities with daily agent training, live support on client calls and leadership development through the Spanish-First Growth Model, its route from a first policy to agency ownership. All of it runs in English and Spanish.

Individual agent results vary and depend on licensing, effort and market conditions.

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