

# Life Insurance, Reimagined: Seeds of Security Life Launches with a People-First Promise

A client-first, education-led approach to protection, living benefits, and retirement planning — serving individuals, families, and small businesses nationwide.

**Walnut Creek, California May 20, 2026 ([IssueWire.com](https://www.IssueWire.com))** - **Seeds of Security Life**, a new independent life insurance agency co-founded by **Victoria Quijano** and **Shannon Parwiz**, today announces the official launch of its services to families, individuals, and small business owners throughout California and across the United States.

Founded on the conviction that financial protection should feel empowering rather than overwhelming, Seeds of Security Life enters the market with a distinctive mission: to educate clients with care and clarity, guiding them to confident, pressure-free decisions about life insurance and retirement planning. The agency's approach is built on three pillars — education first, a genuine client-first process, and policies that include Living Benefits as standard — setting it apart from conventional insurance providers who prioritize commission over clarity.

Unlike traditional life insurance models that focus narrowly on death benefits, Seeds of Security Life centers every client conversation around Living Benefits — protections that provide real financial support during a policyholder's lifetime, not just after. This includes access to benefits in the event of a critical illness, chronic condition, or terminal diagnosis. The agency works with a curated portfolio of best-in-class carriers, enabling its licensed independent agents to match each client with coverage precisely tailored to their unique stage of life and long-term financial goals.

## Meet the Founders

**Victoria Quijano**, Co-Founder and Retirement Strategist, brings a deep personal commitment to financial literacy and community advocacy. A second-generation Life Insurance professional with roots in California's diverse communities, Victoria recognized early that language barriers and a lack of accessible guidance were leaving many families unprotected and unserved.

Victoria specializes in helping individuals and families navigate the full spectrum of life insurance and retirement planning options with patience, precision, and bilingual support. Her client-first philosophy shapes every aspect of the Seeds of Security Life experience, from the first consultation to ongoing, long-term guidance.

Victoria also leads the company's small business and executive benefits practice, partnering closely with entrepreneurs and business owners to design customized protection strategies that help attract and retain key talent while supporting long-term financial security for both the business and its employees. Known for her approachable and jargon-free communication style, Victoria has become a trusted resource within the communities she serves.

*"For too long, life insurance has been sold, not explained. When people understand what they're buying and why it matters, they don't just feel protected — they feel empowered. That's the experience we've built Seeds of Security Life to deliver."*

— Victoria Quijano, Co-Founder, Seeds of Security Life

**Shannon Parwiz**, Co-Founder and Retirement Strategist, brings a unique career background spanning from early childhood education to corporate operations within Silicon Valley's fast-paced technology sector, giving her the ability to simplify complex topics, build meaningful relationships, and guide clients through important financial decisions with both empathy and strategy. After the unexpected loss of her brother, who was not properly covered with life insurance, Shannon was inspired to enter the industry with a mission to help others avoid the financial uncertainty that can follow life's hardest moments.

Shannon is passionate about helping young adults, growing families, and first-time planners begin their financial protection journey with confidence. Guided by the Seeds of Security Life philosophy — "Plant Today, Protect Tomorrow" — she focuses on educating clients early, helping them build customized Life Insurance and Living Benefits strategies designed to grow with them over time and support long-term financial success. Her approach emphasizes education, transparency, and creating protection plans tailored to each client's goals, needs, and budget.

*"Every family deserves a plan, not just a policy. Our job isn't to sell coverage — it's to sit across the table, listen, and help people build a foundation they can count on. That's what we show up to do every single day."*

— Shannon Parwiz, Co-Founder, Seeds of Security Life

## Modern Protection & Financial Solutions

**01** Term Life Insurance — straightforward coverage that protects loved ones during life's most important years, at a cost that fits any budget.

**02** Indexed Universal Life (IUL) — flexible lifetime coverage with the potential for cash value growth tied to market performance.

**03** Small Business & Executive Bonus Plans — strategic benefits that help businesses attract, reward, and retain key talent tax-efficiently.

**04** Annuities — Guaranteed Lifetime Income — reliable income solutions that provide financial stability and peace of mind for life.

The agency's client journey is built around four straightforward steps: scheduling a free, no-pressure consultation; sharing current and long-term financial goals; reviewing personalized coverage options; and choosing with confidence. Multi-language support is available, reflecting the founders' commitment to accessibility for California's diverse communities.

Seeds of Security Life operates with two regional service centers — one serving Northern California and one serving Southern California — with a fully licensed team capable of writing policies nationwide.

The company's educational blog is available at [seedsofsecuritylife.com/blog](https://seedsofsecuritylife.com/blog), featuring expert guidance on life insurance and retirement planning topics.

## ABOUT SEEDS OF SECURITY LIFE

Seeds of Security Life is an independent life insurance agency headquartered in California, founded by Victoria Quijano and Shannon Parwiz. The company offers term life insurance, indexed universal life, small business executive bonus plans, and annuity solutions to clients throughout California and

nationwide. Seeds of Security Life is built on a client-first, education-led philosophy, with a mission to make financial protection accessible, empowering, and clear for every individual, family, and small business it serves. Spanish-language support is available.

Visit [www.seedsofsecuritylife.com](http://www.seedsofsecuritylife.com) for more information.

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