



FARMERS

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My name is Joel McKinnon and along with my father Kevin McKinnon, we operate an insurance office in Canton, Ohio. The main focus of our agency is writing commercial insurance. Anyone who has been in the business, knows that in-order to generate leads, there has to be a set marketing plan in place. When you are operating a new agency, time is very valuable and finding time to prospect is limited.

At one of our district meetings, we heard about Client Focus Connections and the success that other agents were having with this firm. Based on those recommendations we contacted them, and year to date, 95% of our new business has been generated from the leads provided to us through Client Focus Connections!

Since the first of the year, our agency has added on two more people (due to the increase in new business), and the sales goal's that we originally set have been blown away. My father and I do not have the time to prospect ourselves and we were desperately seeking others that could do it for us. We never could have expected the responses we are receiving and trust no one more than Client Focus Connections to make it happen for us.

For any new agency, existing agency, or whatever the situation may be, if you are looking to grow your book of business, Client Focus Connections can make it happen! It takes a lot of trust to allow someone to call on behalf of your agency, but trust us; the numbers do not lie.

Joel McKinnon
Owner/Agent

Kevin McKinnon
Owner/Agent