



FARMERS

Farrar Insurance &
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Client Focus Connections
RE: Prospecting Success

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Sue,

My name is Ken Farrar, an agent for Farmers Insurance. I began the career agent program in April of 2004. Two months into the program, I was introduced to the president of a condominium association, and within a month, we quoted and wrote the association policy.

I was "hooked", but found it extremely difficult to locate and prospect businesses while trying to maintain and meet the career agent personal lines and life production numbers. I knew I had to hire staff; and quick!

I found someone to help me part-time, but it wasn't enough. I was watching the reports put out by home office on the top commercial producers in the company, and started calling the very top ones and ask how they did it. Everyone responded, STAFF; except one, Joel and Kevin McKinnon in Canton, Ohio. They said Client Focus Connections! Why hire staff, when you have a "turn-key" solution like them.

Well, it's been "gang-busters" since. By using your service, I eliminated the need to hire and train staff to prospect and develop leads. The last thing I had time to do, was train and hire someone, for them to just leave after 30 days, at which time I'd have to start all over.

On two separate occasions, I had to abandon your service because I couldn't keep up with all the leads you sent!

Additionally, I've found the business owners welcome to our follow-up calls, and always recall their conversations with Diane at CFC. Most of the time, owners are inviting, and look forward to our quote appointments.

In short, if an agent finds it difficult to prospect a specific business industry, and to create a turn-key commercial marketing system, I highly recommend calling Client Focus Connections. You've been a vital part of our agency growth and momentum!

Regards,

Ken Farrar
Farmers Agent

P.S. I almost failed to mention, your commercial prospecting has generated countless home, auto and life sales. Thanks again.