
Steps to Agency Ownership

Phase 1

Selection & Appointment

- ❖ 1st interview - Farmers Insurance Group overview, general discussion about opportunity, and candidate interview
- ❖ 2nd interview – In-depth discussion of Farmers program, marketing programs, and sample income projection
- ❖ 3rd interview – Meeting with spouse/significant other

Background Check

- ❖ Looks at 10 years of employment history, bankruptcies, felonies, misdemeanors, collections, charge-offs on collections, liens, DUI's, etc.

State required licensing: (4-6 weeks)

- ❖ Enroll in online pre-licensing classes:
 - Life & Health
 - Property & Casualty
- ❖ Pass licensing exam, provide fingerprints

Phase 2

Reserve Agent Program (1 – 12 Months) Temporary Appointment with Farmers Insurance

- ❖ The Reserves Agent Temporary Agency Contract signing
- ❖ All Reserve Agents earn full commission on policies they sell during the Reserve Program
 - ACA account setup
- ❖ Can be on a part-time or full-time basis

Training

- ❖ University of Farmers required online courses
- ❖ Auto, Fire, Business, Life and other Farmers product underwriting and field training
- ❖ One-on-one training with sales and systems coaches tailored to your specific needs
- ❖ Utilize the District Office as your “home base”
- ❖ NASD registration and pass series 6 & 63 exams to sell Farmers Financial Solutions products
- ❖ 8-Hour Annuity required course

Phase 3

Preparation for Full Time Agency Ownership

Agency Staff

- ❖ Select & hire staff
- ❖ Minimum one licensed and appointed agency staff member at full-time appointment

Office Location

- ❖ Office location search and lease execution
- ❖ Order brand compliant signage and office furniture

Business Preparation

- ❖ Business Plan, Marketing Validation, and Asset Verification
- ❖ Join Farmers Agency Marketing Program
 - Direct Mail, website, advertising, sales aids, apparel, etc.
- ❖ Official Full Time Farmers Agent Contract signing
 - All University of Farmers Reserve training courses must be completed before company approval

Phase 4

Grand Opening of Your Farmers Agency

- ❖ Smart Office Inspection & Audit
 - Fully equipped and compliant with Farmers brand standards within 4 months of full-time appointment
- ❖ University of Farmers Full Time Agent required courses & in-person class

Promotions

- ❖ Achievement Awards Programs
- ❖ District Sales Promotions

Bonus eligibility

- ❖ \$10,000 office start-up bonus
- ❖ \$300 monthly marketing bonus
- ❖ Up to 300% Monthly New Business Commission Quarterly Bonuses
- ❖ One-time bonus based on New Business written while on the Reserve Agent Program
- ❖ Annual Bonus Based on Net New Business Commissions