



FARMERS

June 29, 2009

Dear \_\_\_\_\_

We appreciate your attendance at the recent Opportunity Growth Workshop. We hope you found the experience educational and motivational. The primary goal of the workshop is to refresh your understanding of what it means to be a Farmers' Agent. Furthermore our aim is to provide you with the tools and resources necessary to carry out the obligations of your Agency Appointment Agreement as well as the duties and responsibilities referenced in the Agents guide.

The three major overlying components of this commitment to the company as reviewed in detail at our meeting are to Solicit, to Sell, and to Service. While we discussed these in detail and provided you a copy of the Agents Duties and Responsibilities as referenced in your Agents Guide, I have again attached a copy for your reference. All of these components are incorporated in the Farmers' Way of doing business, which is a valuable process towards agency growth.

What is important to remember is that both the Agent Appointment Agreement itself along with subsequent initiatives developed by the Companies are put in place to help position you, the Agent, for success. If you decide to dedicate yourself to reviving your agency, we have confidence you will grow your understanding of why a Farmers Agency is the best small business opportunity in America. In helping you revive your agency we ask that you meet with your District Manager by no later than June 30, 2009 to go over your business plan. The Southern Division team along with the state office staff will continue to monitor your progress over the next few months. If you should have any questions or need additional assistance from my team please feel free to contact them.

Marketing Specialist:  
Life Sales Specialist:  
Personal Lines Growth Consultant:  
Commercial Wholesaler:

CC: DM,  
Agent File  
Attachment: Agents Duties and Responsibilities