

PROPERTY CASUALTY REFERRAL SYSTEM



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Too many advisors ignore one of the most fertile opportunities for networking referrals...your local property-casualty professionals. It really is a win/win opportunity for both of you...if you know how to approach it. This simple approach could end up giving you another endless supply of High Quality Prospects.

The program is really quite simple: You approach local Property Casualty agents via phone call or email. This is actually very easy and takes very little time and NO money!

Huge Opportunity
 According to the Property Casualty magazine "Property Casualty 360"™ Less than 2% of Property Casualty agents have sold more than 2 Life Insurance Product

Who to Approach

The first thing you will need to do is to make a list of PC agents that you would like to approach with this idea. Keep the following in mind:

- Make sure they are independent (though it is possible some captured agents may be interested).
- Consider smaller towns and cities or rural areas where there is less competition and the PC agent is more likely to be networked.
- Start with those agents that you are already networked with, as they are easier to approach, or approach your clients, families and friend’s P&C Agents.
- Simply Google “Yellow Pages” – Once that comes up, put in “auto insurance” and all the Property Casualty Agents will come up.

List of PC Agents:

<i>Agent Name</i>	<i>Company</i>	<i>Phone</i>	<i>Personal Email</i> <i>(obtained by calling or Googling)</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

Option 1: Call the PC Agent (*Preferred Method*)

Shown below is the sample script you can use to call the PC Agent.

Hi [Name of PC agent]! My name is [your name]... I'm a financial advisor here in town and I had a meeting with some clients that we share and the reason I'm calling is clients keep asking me about their property casualty insurance... and I was wondering if I could share what they said to me?

You see, I get together with my clients a couple of times a year to do reviews with them and they are always looking for ways to save money, so they can put more money into their pockets... you know like lowering their taxes... paying less fees... dumping one policy or service or whatever.

And the reason I'm bringing this up is they brought up the possibility of moving their home and auto insurance business to Progressive or GEICO... and I thought I should call you up because this makes me feel uncomfortable...

I mean I hate to see my clients go to Progressive or GEICO...but geez what do they see every night on TV?

Agent: GEICO and Progressive.

*Yeah, but they are also seeing my direct competitors like E*TRADE, Gerber Life Insurance and all the other direct investment and life companies...*

So, here's the thing... I think everybody should be working with a real human being in their own town... someone they can look in the eye... someone who will be there to help when they need it... I don't want them going to some internet or direct company just to save a bit of money...

I mean does that make sense to you?

Agent: [Answer]

And I'll be honest with you... my concern is a bit selfish as well... if they bypass you right now for a direct company like GEICO or Progressive... my concern is they may do the same to me down the road... so I want them to see the value of having a real human being in town to help them with their Home and Auto Insurance.

Does that make sense?

[If they ask who the client is you let them know that you aren't comfortable disclosing that because the client told you in complete confidence and doesn't even know that you are calling]

I was wondering if we could get together and talk about this... I've got a few ideas on how we can put this issue of direct companies to bed for good.

Can we get together sometime this week to talk about it?

If you have to leave a message: Say the exact same thing

**Listen to the training audio*

Make sure you listen to the Training video on the website or visit the link below

- <http://www.5qgroup.com/landing-page/BuildingPCAgencies>

Option 2: Email P&C Agent Video Link and Follow up with a phone call (Secondary Method)

Subject line: We share a couple of clients and they are asking me about their P&C

Hi [PC agents name],

We share some clients and I thought I'd reach out to you. I'm a financial advisor in town and more and more of my clients are asking me if they should switch their P&C coverage to one of the Direct Companies like Progressive or GEICO.

I don't think it's a good idea for a number of reasons. A really successful advisor in Minneapolis did a great job of educating me why I want to protect Property Casualty agents in my town... and I totally agree with him.

He explains why in this 20-minute video... I think you'd find it helpful, there are at least 10 ideas in it on how to bring on more customers at virtually no cost.

Give me a holler after you watch it, if you have the time or inclination.

Here is the link: <http://www.5qgroup.com/landing-page/BuildingPCAgencies>

*Best regards,
[Advisor name and contact info]*

p.s. I think the way we stave off competition from all the Direct Companies stealing our clients is by forging networks of professionals here in [your city], and I'd love to add you to mine. Just let me know. Thanks!

Property/Casualty Face to Face Meeting Script (From Phone Call)

Since we last talked, I got hold of some of buddies across the country and asked if they were seeing the same thing... you know, clients wanting to take their Property Casualty insurance direct with the likes of Progressive, GEICO or whatever...

Virtually all of them said that they are seeing it all the time.

I asked them if it spooked them... A few didn't get it but one of my more successful buddies who built a huge insurance practice said that yes it did spook him!

Continue on Next Page...

He said the writing was on the wall if we didn't squash it... people are going to continue to want to squeeze out the middle man...

Amazon is putting Sears out of business and has Best Buy and even Target on their heels...

Travelocity and Kayak have put travel agents out of business

The same thing is happening to P&C and they are trying to do it to investments and life insurance too.

Now this guy is making more than a \$1 million a year so I respect what he says... so I asked him how he was dealing with it. He told me that he is actually forming allegiances with the property casualty agents in his town... you know, I protect your back and you protect mine sort of thing...

I mean that kinda makes sense doesn't it?

But I asked him exactly what that entailed and the first thing he shared with me was this Property Casualty Checklist. He uses it to produce more P&C insurance for the P&C guy he works with... It actually holds more weight when you share it with clients because he doesn't sell P&C insurance, so he has no vested interest in whether they buy more or not... does that make sense?

[Let them look at it... but not keep it. Tell them you'd be happy to email them the checklist and checklist letter (in addendum) if they'd like. Of course, you will only do that if they agree to work with you.]

So, I asked him how he presented the P&C checklist to clients and he sent me a little 20-minute video that made total sense to me...

Can I quick show it to you?

[SHOW VIDEO]

***** This is where you would pick-up the conversation if you already emailed the video. *****

Does any of this make sense to you? He actually gives the clients the P&C checklist during the lunch or what he calls Lunch & Learns...

Can I show you what my buddy in Minneapolis is doing with a Property Casualty agent ... and the success they are having at bringing in new PC policies and increasing PC renewals... while at the same time generating a bunch of life and long-term care business that the PC agent makes money on... but doesn't really even have to lift a finger?

Agent: [Answer]

You see by having these Lunch and Learns my buddy and the Property Casualty agent he works with are actually checking off all these items on the "To Do List" from the video. (show paper print out of To Do slide)

- *You are communicating more often with customers*
- *Providing value that the customer actually KNOWS about. Because it doesn't matter how much value you are providing if the customer doesn't realize you are doing it... and do you think our customers go out of their way to think about all the things we do for them? Or, do they assume we aren't doing anything for them unless they actually see us doing it?*
- *You are there BEFORE they need you*
- *You capitalize on their desire to simplify their lives*
- *And you get REFERRALS!*

Here's the concept they used—Walk through the Lunch and Learn Presentation (or TRiiP Presentation).

Explain to him that it can be done through a Lunch and Learn

Here are the benefits you can walk-through with the P&C Agent

- He gets more income...you will give him 20% of the commissions you receive on any Long-Term Care and Life Insurance you write as a result of the Lunch and Learn. And 100% of new P&C Insurance.
 - Client loyalty will go up for the P&C agent because:
 - 1) He is proactively communicating with his clients in a helpful manner. Several studies have shown that the #1 reason people leave their agent is due to lack of communication...over double the number given for price.
 - 2) He will be throwing them a lunch and learn... on your dime. People will feel their PC Agent values them and will not want to leave their attentive agent.
- His clients will meet people they know at the client thank-you lunch and learn and will feel that if he is good enough for their friends... he is good enough for them
- Renewals will stay steady or even go up because of all of the above... AND you are going to help them bring on new lines of **property-casualty business** (which you'll explain in a minute). Many studies have shown, the more lines of business someone has the more renewals they get.
- Referrals will go up because he is giving his clients hugely important information that they didn't get from their attorney, financial advisor, or accountant. He has just put himself in the position of being their most trusted advisor.
- Additional lines like umbrella liability, flood insurance, and increasing their coverage will come to him based on how my short presentation works...all of which means even more client loyalty and more premium annually.

How it Works Script (*Continued*)

Then, here's how it works (for a Lunch and Learn).

- *Invite say 100 of your best clients to a Lunch and Learn [nice restaurant in your town or a Box Lunch in your office]. You can expect about 12 will come. Again, I will pay for all of this...why? To show that I am an expert and that I know things no one else in town knows.*
 - *There will be a 45-minute presentation which I can show you if you'd like.*

...Continue on next page

And, again, is this valuable information that you think people would want to know? And would they want to know sooner or later?

- In fact, can you think of any downside to getting this information out to people? And if you throw in the fact that I encourage people to go back to you for property casualty coverage reviews...not only is there no downside, but there is only upside for you...because remember, I'm willing to pay for everything because it saves me money in marketing if I can go to a group that we know will have interest.*
- So, at this point, I need to know not only if you are interested, but whether or not this is something that you are willing to get out to your people now.*
- And because I can only meet with so many people, I'm only going to work with the first 2 P&C practices that are capable of sending out letters to 100 of their clients in the next two weeks. I've got a list of agencies, and I'm planning to just visit each one until I have the two that I'm going to work with.*
- Here is what I propose - That you would send to 100 of your clients...and I'm planning on having the event at [Restaurant] or your office if you prefer*
- Your clients wouldn't be upset if they received this invitation from you to attend an appreciation event, would they? (Show them the invite letter)*
- All you have to do is mail them (I would even be willing to reimburse you the cost of postage), then take 30-minutes with me to go over the presentation that I will give so you know that you are comfortable with it. Then, show up at the event and have fun with your clients.*
- Can you mail 100 of these letters in two weeks?*

They Agree

If they agree, you walk them through the following advantages that you bring to the table if the two of you could work together:

- 1) A great way to thank their clients and add value to their relationship—Thus, solidifying their relationship and cementing renewals.
- 2) Professional financial knowledge—Giving them yet another reason why having a “real live” agent is preferable to some 800# or big huge conglomerate Direct PC company.
- 3) The ability to make them look bigger—Giving their clients the benefits of a one-on-one relationship they have with their agent, while still being able to offer products their competitors are offering.
- 4) Increased revenue for the PC Agent—Introduce the concept of giving them 20% to 30% of the revenue that comes in from the event. Give them real numbers to chew on.

Commitment for Lunch and Learn

You need to lock them down and hold their hand through this entire process!

1. Tell them the types of restaurants that are good to use, for these types of events. Remind them they tend to fill up fast (if you do it at a restaurant vs. their office).
 - “I’d like to find a couple of options and put a deposit down so that we can lock in a restaurant for your Lunch and Learn.”
2. Lock down the date...
 - “Can we look at a couple of possible dates that would work for you?”
 - “I can always adjust the date a bit, but it is important to get on the restaurants schedule and put forth a deposit to secure the event.”
 - “So, what are a couple of dates that look good on your calendar?”
3. Schedule a time to get back together with the PC Agent.
 - “From there, let’s set another time for us to get together to review the location, the invite and the presentation and make sure that you don’t have any other questions for me.”

Numbers for the PC Agent to Chew On

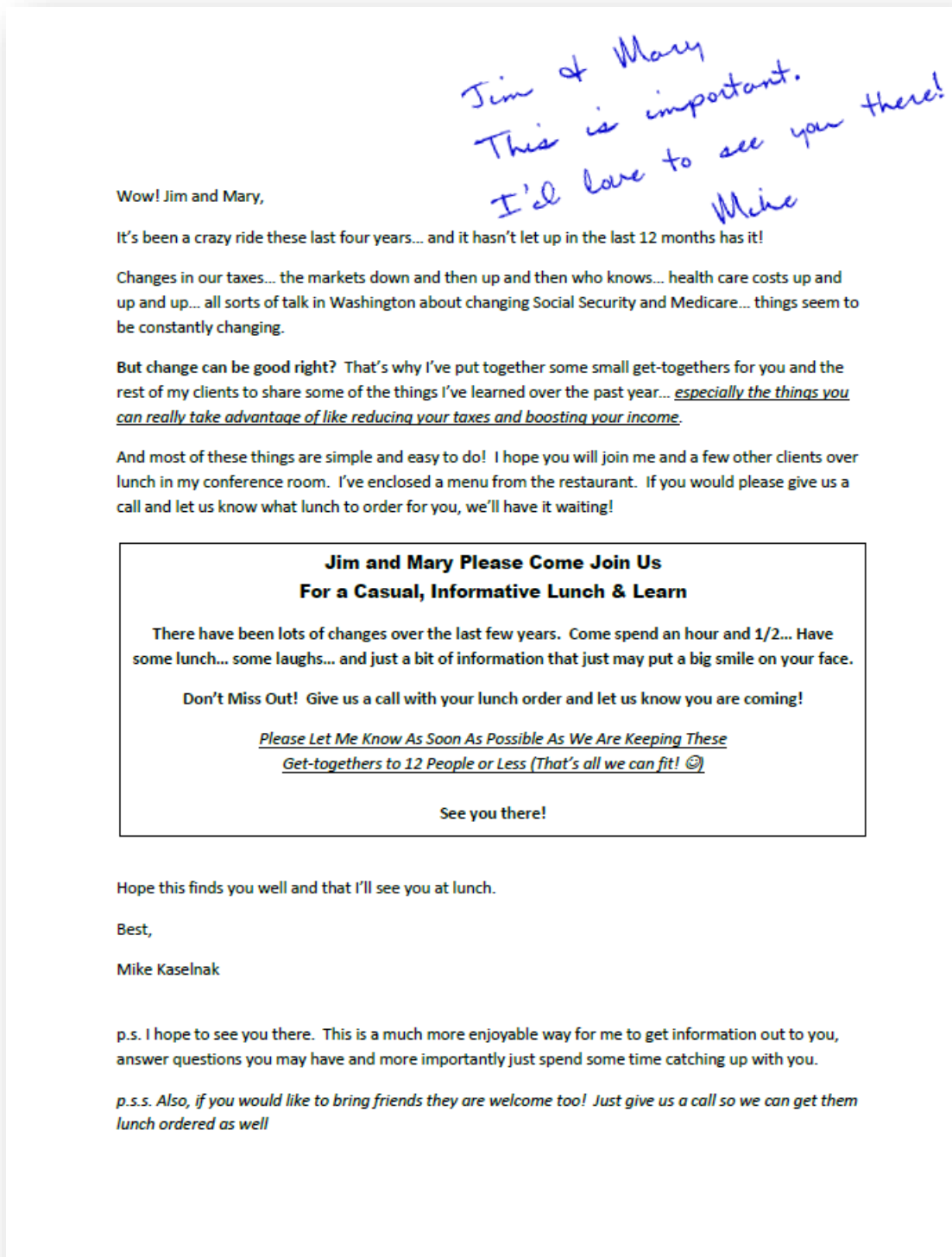
Client Appreciation Event:

- PC agent’s cost = \$80 to do the mailing (you can even reimburse the PC agent for this cost)
- 100 mailers are sent to invite their clients to lunch and short presentation (they are welcome to bring a friend)
- 6 households register and attend
- 4 households wish to meet with you to find out more (walk through your process with the PC agent so he or she can be comfortable with how professionally you deal with your clients)
- Share with PC Agent the following slides:
 - “What do Agents Want”
 - “What that means in real numbers” Slides
- **To re-emphasize why this is so important to their practice**

ADDENDUM

Property/Casualty Lunch and Learn Invitation

Below is the client appreciation invitation that you can provide to the PC agent if they need a little help creating an invitation. This Property Casualty Client Appreciation Invite is included as an editable Word document.



Wow! Jim and Mary,

It's been a crazy ride these last four years... and it hasn't let up in the last 12 months has it!

Changes in our taxes... the markets down and then up and then who knows... health care costs up and up and up... all sorts of talk in Washington about changing Social Security and Medicare... things seem to be constantly changing.

But change can be good right? That's why I've put together some small get-togethers for you and the rest of my clients to share some of the things I've learned over the past year... especially the things you can really take advantage of like reducing your taxes and boosting your income.

And most of these things are simple and easy to do! I hope you will join me and a few other clients over lunch in my conference room. I've enclosed a menu from the restaurant. If you would please give us a call and let us know what lunch to order for you, we'll have it waiting!

**Jim and Mary Please Come Join Us
For a Casual, Informative Lunch & Learn**

There have been lots of changes over the last few years. Come spend an hour and 1/2... Have some lunch... some laughs... and just a bit of information that just may put a big smile on your face.

Don't Miss Out! Give us a call with your lunch order and let us know you are coming!

Please Let Me Know As Soon As Possible As We Are Keeping These
Get-togethers to 12 People or Less (That's all we can fit! ☺)

See you there!

Hope this finds you well and that I'll see you at lunch.

Best,

Mike Kaselnak

p.s. I hope to see you there. This is a much more enjoyable way for me to get information out to you, answer questions you may have and more importantly just spend some time catching up with you.

p.s.s. Also, if you would like to bring friends they are welcome too! Just give us a call so we can get them lunch ordered as well

Property/Casualty Checklist Client Letter

As part of the face-to-face meeting with the PC agent, you will hand them a copy of this letter along with the **“PC Checklist”**. This shows that you will be providing significant value to them and their client and helps to lower any possible skepticism they may have prior to your meeting.

In the event they choose to not follow through with your program, you will be unable to leave this letter and checklist with them.

Hi [CLIENT(s) FIRST NAMES]

Every time you turn on the T.V. you see another catastrophe... earthquakes... fire... floods... weather...

That's why I wanted to send you a note. I love working with my clients and I want you to know I'm thinking about you and your protection.

After helping many of my clients walk through some very difficult times and standing by them as they got back on their feet, I've found success comes from two things:

1. Having someone you know who really cares about you, because they live where you live. Someone that can cut through the red tape and get you help when you need it. Thank you for trusting me to be that person.
2. Preparation – Those people that have planned for emergencies come out far better in the end, then those that had no pre-planning.

It's both these things that have me writing to you today. By doing a tiny bit of preparation work together right now, we'll be able to make sure you are protected when you need it most. I've recently come across an excellent checklist and your family are protected in the exact way you believe... w

I've enclosed a helpful checklist for you. Don't worry about filling it out for us to work together to make sure you are prepared for any possible disasters to occur down the road... and to make sure you are getting all the benefits you are entitled to!

If you have some time to go through these things with me, please let me know. It's pretty painless. We'll just quickly walk through the list and discuss the protection you think you have and look for any possible discounts. It takes 10 minutes or so. Give me a call [OFFICE PHONE NUMBER].

Sincerely,

[AGENT NAME]

Property Casualty Checklist of Coverage

Policy Type: _____

(Indicate: Homeowner's, Condominium Unit Owner's, Tenant's, Dwelling, or Mobile Home Owner's)

The following checklist is for informational purposes only. Reviewing this checklist together with your insurance agent can help you gain a better understanding of your policy's actual coverages and limitations, and may even generate questions.

By addressing any questions now, you will be more prepared later in the event of a claim. Experience has shown that many questions tend to arise regarding the coverage of attached or detached screened pool enclosures, screened porches, and other types of enclosures. Likewise, if your policy insures a condominium unit, questions may arise regarding the coverage of certain items, such as individual heating and air conditioning units, individual water heaters, floor, wall, and ceiling coverings, built-in cabinets and counter tops, appliances; window treatments and hardware; and electrical fixtures.

A clear understanding of your policy's coverages and limitations will reduce confusion that may arise during claims settlement. Please refer to your policy for details and any exceptions to the coverages listed in this checklist. All coverages are subject to the provisions and conditions of the policy and any endorsements. If you have questions regarding your policy, please discuss them with your insurance agent or company.

Dwelling Structure Coverage (Place of Residence)	
Limit of Insurance: \$ _____	Loss Settlement Basis: _____ (i.e.: Replacement Cost, Actual Cash Value, Stated Value, etc.)
Other Structures Coverage (Detached from Dwelling)	
Limit of Insurance: \$ _____	Loss Settlement Basis: _____ (i.e.: Replacement Cost, Actual Cash Value, Stated Value, etc.)
Personal Property Coverage	
Limit of Insurance: \$ _____	Loss Settlement Basis: _____ (i.e.: Replacement Cost, Actual Cash Value, Stated Value, etc.)
Deductibles	
Annual Hurricane: _____	All Perils (Other Than Hurricane): _____

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TO DO LIST

- Communicate often with customers
 - Remember... out of sight, out of mind

- Provide value to customers and prospects

- Be there BEFORE they need you

- Capitalize on their desire to want to consolidate and simplify their lives

- Get referrals

What do Agents want?

- Agents saw a sales rate 70% higher than those agents that did not do program

- With a follow up phone call after the presentation they increased sales another 40%
 - Total of 110% higher sales rate of new policies

- But even those that did not buy saw a significantly higher retention rate (31%)... **WHY?**

What's that mean in real numbers?

- Only you know how the numbers would affect your property casualty income but on TOP of your increase P&C income...
- The average agent saw an additional income of \$4,480 a month in additional non-P&C insurance income
 - That's \$53,760 above their increased income over and above...
 - ✓ Their additional P&C policy sales
 - ✓ Higher retention of clients and renewals

