

# UA's Big Wall Climbers

## Meet the Challenge



2000 was a record year in performance and production.

**B**ig Wall. To mountain climbers, these two words signify the hard, sustained ascent of some of the largest vertical rock faces in the world. High, sheer pinnacles are there to be challenged by the climber. At United American, we know something about challenges and taking on big walls.

In 2000, a mixture of tenacity, skills and a finely tuned plan took us to the twin peaks of record-breaking performance and production. Health sales by UA Agencies increased 25 percent in the first quarter, primarily through sales of Medicare Supplements.

*Farm & Ranch Healthcare broke a United American company record during the opening week of fourth quarter 2000 by writing a million dollars in weekly production. General Agent Mike Stevens of Farm & Ranch says this was a longstanding goal, and it took all of his Agents collectively to attain it.*

Rate a company only by its numbers, and you miss the full view. It depends on good leadership, a committed team, fail-proof equipment. Leading a climb means showing the way, placing protective anchors as you go, listening for the rumble of avalanches.

UA leadership emphasizes the need for strong partners. "At UA we are committed to building strong partnerships with Independent Agencies," says Gene Grimland, President, General Agency Marketing Division. "Our goals for the future are to continue to develop longstanding profitable relationships with Independent Agents and Agencies by making service, performance and financial success a top priority."

Two of UA's anchors, hammered into place from the start, are its sterling reputation and its financial strength. *Team members like General Agent Jon Ahlbum sign with UA because of "Name recognition! It's one of the most respected companies in the country!" UA's standing has been a factor in Jon's climb toward the sales summit.*

*Prospects buy UA products based on "the strength and reputation of the company...mixed with the recommendations from a doctor or a friend who is a policyholder. A lot of times they will call up their doctor and ask him about UA before they sign," says Ahlbum.*

Financial strength at United American and other Torchmark companies remains evident. *"It's relatively easy to understand why and how UA and Torchmark have managed to maintain a stable base. UA has requested and implemented necessary rate adjustments that are fair and equivalent to the claims losses," says Gene Grimland.*

*Scoping new routes into the insurance market is what the UA team is about. "It's been a real partnership," says Jon Ahlbum. "UA goes overboard to help its Agents. It's kind of like a family. There's always somebody there to answer a question."*

Jon, whose Agency is located in Coconut Creek, Florida, has gained a good foothold into the Senior market through "Automatic" Claims Filing®. *"ACF Partners® gives customers a nationwide base. We've got people who travel to Florida from other parts of the country. Sometimes they travel to and from the state several times a year. They are covered no matter where they are."*

On the Big Wall, not only the success of the climb but also the survival of the players is at serious risk if even one item is dropped. "A major priority at United American is to serve the customer well with coverage that is secure, stable and a good value for the premium dollars spent. In turn, UA and its Agents are rewarded with customer loyalty derived from persistency," says Grimland.

United American has boldly led the way for the last 53 years. As we continue our climb into the Senior market and beyond, we seek a renewed commitment from each team member. In 2001, make each sales moment a milestone. Seize the rope and keep on climbing!