



ANDREW W. KING

*President,  
Exclusive Agency  
Division*

A handwritten signature in cursive script, appearing to read "Andrew W. King".

# Building On Our Success In 2000!

What a great year our T.E.A.M. had in 1999! Growth in net sales was projected to exceed 50% – that is more than a \$30 million increase over the previous year. Also, overall recruiting increased from about 2,000 recruits in 1998 to nearly 3,500 recruits in 1999.

Our Agents, Unit Managers and Branch Managers contributed to United American's success. The goals you set for yourselves were met with the highest achievement, and with a T.E.A.M. like ours, we can only continue to succeed in 2000.

The cornerstone of the Branch Office Division's success has always been recruiting. And this year, recruiting has never been easier. UA offers several recruiting tools including our new recruiting CD ROM. With such powerful tools, increased sales for every Branch is almost inevitable. For Agents who take advantage of these recruiting tools, there is the potential for advancement and increased recruiting bonuses. Get more information about recruiting in 2000 on pages 6-7. Remember, more Agents in the field means more money in everyone's pocket.

In addition to recruiting, leads are very important to increased sales. Find out on page 5 how to "Be Like Magic" when working leads. Don Runge, a.k.a. the "Lead Guru", explains how working a lead properly can create magic and be profitable.

What a great time to be involved in the insurance industry! What a great time to be a part of UA! Now I challenge you to commit to making 2000 the best production year in our history. Representing UA gives you a competitive edge. You are backed by a strong company that offers excellent products with efficient Home Office support. So, use this to your advantage to increase your sales production and the number of new Agents you recruit.

We'll see you at the TOP, T.E.A.M.– everyone working together towards more improvement and achievement. None of us is as strong as all of us in reaching even higher levels of success in this new millennium of opportunities.