

# Recruit Today, THE **UA WAY!**



## Successful recruiting can take your Branch to the next level of production.

United American is a great company with which to be associated, both as an Agent and as a policyholder. The Company provides outstanding opportunities for professional growth and Home Office support that is second to none. When you recruit for United American, you're not alone. The Company stands beside you with excellent advertising tools to assist you in the process. Successful recruiting may be just what you need to achieve that next level of success.

## Here's what is currently available:



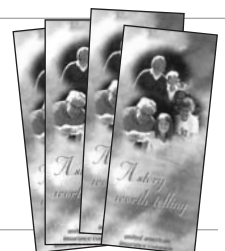
United American's branch website, **UABranch.com**, is the best recruiting tool of all. It will answer a multitude of questions a prospective Agent might have. Additionally, it provides prospects with detailed information about the products we provide and what is needed to be a successful UA Agent. The site also is outstanding evidence of the Home Office support we provide to help Agents achieve their goals.

A **Branch Office Recruiting Manual (BRG04)** is also available to Branch Managers from Agent Supply for \$10. These manuals provide information about United American, the advantages of insurance sales, and income opportunity for UA Agents. The manuals are portable and informative and a great booster to your recruiting efforts!



**A.M. Best's Rating Report (UA-AMB-03)** is a detailed explanation of United American's financial stability and provides a prospective Agent with in-depth data on UA's earnings, capitalization, investments, assets, liabilities, etc. For anyone interested in the numbers, use this piece!

**"Defining United American" (DEFUA)** is the ultimate recruiting tool, explaining and elaborating upon our principles of *stability, service, quality* and *commitment*. Policyholder testimonials enhance the value of the piece by adding that personal touch.



**"A Story Worth Telling" (F2777)** is an outstanding recruiting piece. For someone who may not be familiar with UA, it provides historical perspective on the Company along with a brief description of the philosophy behind UA. It also reviews the Company's financial stability, an issue that is very important to a prospective Agent.