



# AGENTS are INVALUABLE.

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# TRUST US!

**Let's face it:** These are not the times when big business is earning the confidence of consumers. From economic downturn to flat-out scandal, sales aren't the reason corporations are headlining CNN lately. In fact, in a recent poll conducted by public-relations giant Golin/Harris International, approximately 69 percent of respondents said that they simply "don't know who to trust anymore." A finding that is only marginally surprising, but still immensely disappointing.

**So, the good news:** The really interesting conclusion drawn from this survey was that, while policyholders may have questions about the entity behind the coverage, they tend to trust their personal Agent very much indeed. Mark Rozeen, who directed the poll, wrote, "As a general rule, people tended to trust insurance companies when they had the opportunity for a direct personal experience, usually mediated through an individual such as their Agent."

**Case-in-point:** The top two answers given when asked why they trusted insurance companies were "personal experience" and "customer service/relationship." As one respondent said, "I trust my agent because he is up front and honest when questioned about a policy I have with them and is not hesitant to show me on paper." Additionally of the respondents, 42 percent were age 50 and older. Older respondents showed more confidence in insurance companies than their younger counterparts.

**Agents are essential.** At UA, we understand that the personal relationship that develops between Agent and policyholder is vital to the strength of our Company. That is why we work hard to maintain our financial stability and integrity and show our appreciation through everything from awards and incentives to commission structures and advancement opportunities. UA is committed to providing the best products, support, and overall opportunity of any company in the business!