

Is Your House In Order?



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"I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty."

– John D. Rockefeller, Jr.

The "Dear John" letters are now in the hands of every Medicare HMO beneficiary who will be affected by the massive involuntary disenrollments around the country. Are you ready for the next level — the new wave of opportunity? Those Agents and Managers who have remained alert — and paid attention — now have their houses in order and are ready for what will be a truly outstanding opportunity. To show you how rapidly the opportunity is improving, the Exclusive Agency Division achieved yet another history-making milestone — **\$4,218,237 of weekly Gross AP issued on the 10/16/00 report!** Our hats are off to everyone who contributed to this new record. There are many winners in our Division and two of our more exceptional ones can be seen below.

Rich Trommer and his talented T.E.A.M. know about their once in a lifetime opportunity — with an almost patented formula for success in recruiting and training, Lancaster is poised to shatter every production record on the UA books this year! Rich and his producers issued \$330,397 in gross premium to kick off the first week of October, but are quickly gaining strength — now writing nearly \$10,000 per producer on an average, weekly. For the report dated 10/16/00, T.E.A.M. Lancaster issued \$505,880 in Gross AP — a new weekly Branch Division milestone. These numbers, which will continue to grow, will set Lancaster on pace to write over \$8 million in gross AP for the year 2000!

Close on Lancaster's heels is Del Smith's T.E.A.M. The Baltimore branch is on track to write more than \$6 million in gross premium for the year, if they continued their \$311,000 weekly pace. Del, however, reports that his Branch submitted over \$430,000 this week alone! Del assures me that this is just the beginning — and that is certain! Even with all of their success, Del and his Unit Managers are still recruiting like gangbusters, taking advantage of this opportunity to grow!

It is certainly no small coincidence that both Rich and Del had over 50 producers apiece during these record breaking weeks. Higher recruiting and contact activity will always bring about the superb numbers which are reflected in Lancaster's and Baltimore's success.

Like Lancaster and Baltimore many other branches have realized success with this formula and are acting on it! These results may seem impressive now, but we are really just seeing the tip of the iceberg as we enter the homestretch. A few T.E.A.M.s may have procrastinated on reading the hundreds of emailed articles which outline Seniors' outrage with "CHEAP" plans, some may have delayed implementing the successful recruiting ideas shared over the past three months. These T.E.A.M.s now may find themselves at a competitive disadvantage, but the great news is that it's not too late!

We sincerely believe that the best for you and UA is yet to come! Start implementing plans NOW — already we have seen angry Seniors uniting against "CHEAP" insurance! The concerns of Seniors nationwide will grow more pronounced in the fourth quarter — more and more Seniors are realizing the horrendous ramifications of losing their healthcare. Now is your chance! Dependable insurance solutions for the worries of America's Seniors have become clear. And UA is that reliable, guaranteed renewable, financially sound solution.

Pour it on now, T.E.A.M.! It's never been truer than it is right now that **Together Everyone WILL Achieve More!** Work as close to a 16/6/6 commitment as your family will permit, and you will be achieving much, much more for everyone's future! Stamina will always be the key to everyone's success, but when unique business conditions arise that warrant such efforts, it's also stamina that can earn your family years of long-term gains. **If you consider this closely, it is even more than an opportunity — it's a responsibility!**