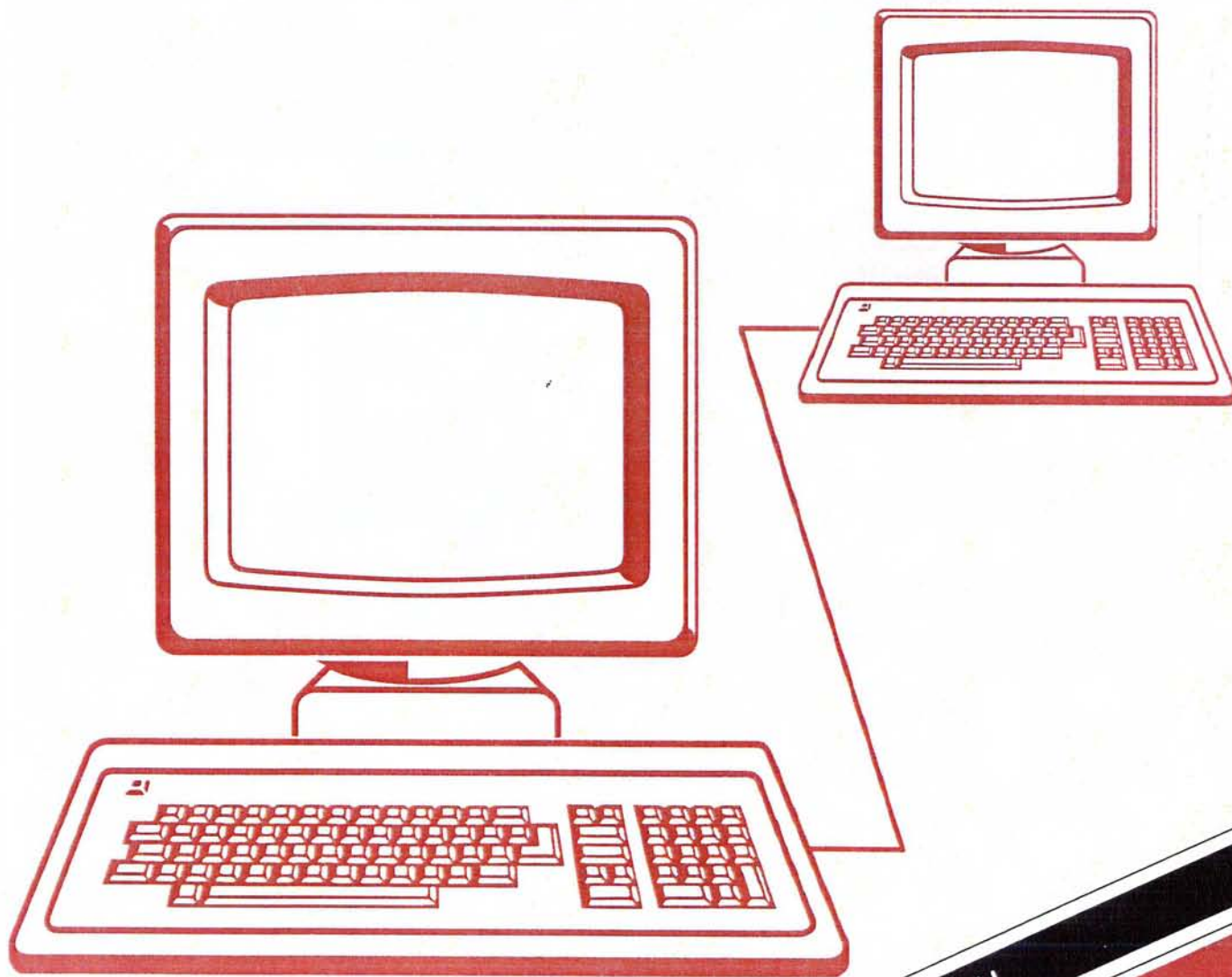


CENTRALIZER

VOL. LVII, NO. 102, SEPTEMBER, 1994



THIS MONTH

- VOICE MAIL
- AGENCY DOWNLOAD/
UPLOAD

ROUTE TO: _____ _____ _____ _____ _____ _____

PRIME INSURANCE AGENCY JONESBORO, GA

P rime Insurance Agency located in Jonesboro, GA is becoming known locally as the "peanut butter and jelly" agency. If this gives you a hint that the agency does not operate as your typical insurance agency, read on, you're absolutely correct.

Alfred Dingler, President and Karl Thomason, Vice President, are mixing a good old-fashioned hard work ethic with new, innovative and seemingly off-the-wall ideas to build a highly successful and growing agency. The agency was founded in 1985 and their Property/Casualty and Life/Health volume currently stands at approximately \$2 million each. Personal Lines make up approximately 70% of the P/C volume. The agency is located in an area called the Southern Crescent, just south of Atlanta, which is experiencing tremendous growth. Eleven people make up the Prime Agency with five producers, four CSR's, a computer input Specialist and a Receptionist.

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One particularly successful operating approach used by the agency is to always invite their potential clients into the office to meet with the agency in person. Once they get a customer to visit the office, they know they have an interested, serious buyer of insurance. When the client visits, they see a well organized, professional environment with people who are interested in meeting their customer's needs.

WE...GET TO
KNOW THE
YOUNG PERSON
AND
BEGIN TO
ESTABLISH A
POSITIVE
RELATIONSHIP

Another way the agency fosters a caring, concerned attitude is by giving a test drive to all young drivers before adding them to their parents insurance policy. The agency has established a regular routine where the young driver visits the agency and is given information about drinking and driving and what to do in case of an accident. Someone from the agency then goes on a test drive with the individual, and according to Alfred Dingler, "we use that time to get to know the young person and begin to establish a positive relationship, hopefully turning the negative image of our industry into a positive."

Still another unique idea the Prime

Agency has found successful is the establishment of a community room next door to their agency. This community room is available to anyone in the community to use for meetings, etc. According to Karl Thomason, "It will seat about 35 to 40 people. The agency purchased the tables and chairs and the podium and that's it. The decorations, art work, brochures, pencils, etc., have all been donated by insurance companies or local businesses in town. We anticipate approximately 8,000 people to come through the doors this year."

With this type of positive agent/client relationship being established, it's no surprise that referrals are a large part of the new business generated within the agency. The agency is sure to follow up all referrals with a Thank You card. The development of new business is a priority for the Prime Agency. According to Alfred, "We have always had a goal of a policy a day, and in my office and Karl's office you see the sales actually highlighted on our calendar. If you don't see any highlights, you know you are not selling. Just a sale a day."

One method to help generate new business is the agency requirement that any outgoing piece of mail contains some type of sales brochure. According to Alfred, "We view any mailing as a sales opportunity. For example, if we are sending proof of insurance to a contractor checking on a sub, we are going to tell the general contractor something about our agency." Still another idea to open the doors of new commercial



The Prime Agency Staff. Seated, L to R: Darryl S. Dyche; Jay S. Spearman, Commercial Lines Manager; Karl N. Thomason, Vice President; David A. Yoak, CIC. Standing, L to R: Kelly S. Fleming; Tracy Outhavong; Terri Duncan; Alfred Lee Dingler, CLU - President; Chandra A. Borland, ACSR; Vicki L. Thomas ACSR; Cristen Hendrix.

clients is a campaign which includes the sending out of a peanut butter and jelly gift box. Shortly after the mailing, someone from the agency follows up and asks for an appointment. The idea is unusual enough that the agency is becoming known around town as the "Peanut Butter and Jelly Agency," and it appears it is going to be a very successful method of breaking down the barriers and establishing new commercial contacts.

"If you work for the Prime Insurance Agency, you work very hard," according to Alfred. To support this approach, the agency also works hard to establish a family-type atmosphere. Birthday parties and work anniversaries for employees are recognized and celebrated. They even celebrated their Xerox copier's

seventh anniversary with a cake which looked like a copier.

THE
SERVICE PHILOSOPHY
OF PRIME
AND CENTRAL
MAKE AN
EXCELLENT MATCH.

Central joined with the Prime Agency in early 1992, and the service philosophy of Prime and Central make an excellent match. Karl indicated that, "We've seen from Central an unbelievable quality of service from getting policies issued, to underwriting, to Claims service. They make it so easy to do business that we have never run into a conflict or problem

and that has been great for us. Central also seems to be very innovative in little endorsements and packages they come up with such as the Advance Package Discount and the Sports Plus Endorsement."

The innovation and success of the Prime Agency hasn't escaped the eyes of others in the industry. Readers of Rough Notes magazine voted the Prime Agency as "Marketing Agency of the Year"! This honor is well deserved and has been accomplished through the agency's enthusiastic approach to selling insurance, their caring attitude toward serving their many clients, and the good, hard work of the entire agency staff. Central is pleased to also recognize this outstanding agency and proud to be a part of their operation.