

# ARE WE RIGHT FOR *you?*

PROTECTING LOCAL FAMILIES, SERVING LOCAL COMMUNITIES, BUILDING YOUR OWN BUSINESS



## PROVIDING LOCAL SERVICE... IT'S WHAT WE DO BEST

As an agent for Farm Bureau Insurance, you'll offer a full range of insurance services for families and businesses in your Michigan communities. With life, home, auto, farm, business, retirement, Lake Estate®, and more—you will join a trusted company dedicated to helping bring peace of mind to Michigan residents.

### WHO WE ARE

Our mission is **to protect the people of Michigan from the risks of everyday life**. We were founded in 1949 by Michigan farmers who wanted a company that worked as hard as they did. That principle still guides us today and is a big reason why we are known as Michigan's Insurance Company.

Farm Bureau Insurance protects more square miles of Michigan than any other company, and we're committed to helping more and more people protect their piece of our great state. Michigan is our home... and we're here to stay, dedicated to bringing safety and security to Michigan families and businesses in good times and bad.

### WE VALUE OUR AGENTS

Farm Bureau Insurance understands the value of our agents. We recognize that agents, as advisors, are the cornerstone of the insurance industry. We believe in standing behind our agents as they provide their insureds and communities with first class service and support.

#### We are committed to helping agents:

- Earn what they are worth
- Receive continuing education and support
- Align with a strong brand and have access



to marketing initiatives and tools

- Benefit from statewide and award winning advertising efforts

As a stable and trusted company in Michigan for over 65 years, Farm Bureau Insurance invests in Michigan communities and believes in making Michigan a better place to live. Our broad product portfolio provides financial security and peace of mind to clients across our great state.

## BAY-THUMB

Farm Bureau Insurance agents serving the Bay-Thumb region enjoy a rewarding career that enables agents to make a material difference in the lives of the families that they serve. As respected business leaders, agents are heavily engaged in their communities and have the ability to be top wage earners. Our agents earn a great deal of respect for the service that they provide; service that promotes the financial health of the families they serve.

The Bay-Thumb region seeks individuals that have a desire to be in business for themselves, but not by themselves. Our agents possess an entrepreneurial spirit, are strong self-starters that can work effectively without a great deal of direct supervision, have strong networking skills, and exhibit a desire to be involved in their communities.

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## CENTRAL

Central Region Farm Bureau Insurance agents are individuals with high integrity and self-confidence, who have a desire to own their own business, who work well with others, and who love to help people. Those who choose this career path become advisors and have an opportunity to achieve solid business goals. The management team creates an environment for success and forms relationships with advisors that help ensure that they have the resources they need to successfully grow their individual businesses.

Agents in the Central Region are committed to success, and they work hard to achieve their goals. With the support of the Central team, many agents in this region are among the top life producers in the company. Many others have succeeded in reaching the necessary benchmarks that enable them to benefit from Farm Bureau's incentive programs. Driven by success, those advisors that are willing to work hard to be the best are provided the mentorship and coaching that is necessary to help them get there.

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## NORTH

Becoming a Farm Bureau Insurance agent in northern Michigan is a unique opportunity. Agents have the ability to make an above average income while building their own business with a low initial capital investment. Furthermore, they align themselves with a reliable, Michigan-based company that is committed to serving communities and that empowers its agents to do the same.

Farm Bureau Insurance's Northern Partnership seeks individuals who have a strong desire to succeed within this context of dedicated community involvement. Their program for new agents has earned them a great track record of promoting success, with record growth and production over the years. In fact, many agents who serve Northern Michigan are among the top 50 in the company.

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## WEST

The Farm Bureau Insurance agent role is an amazing opportunity, allowing motivated entrepreneurs to help people and make a difference in their communities. Agents can build a business that is sustainable, with flexibility and unlimited earning potential. Those who are most successful possess a strong desire for freedom and growth, are self-motivated, care about people, and seek to foster their entrepreneurial spirit.

Candidates have the opportunity to achieve specific goals and to build a business in rural, suburban, and urban markets. Many west region agents benefit from the many incentive programs the company has to offer. In fact, the west region agent force leads the company in the number of agents making the All American incentive trip every year.

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## SOUTHEAST

Farm Bureau Insurance agents serving southeast Michigan enjoy a rewarding career with a tremendous opportunity to create capital and revenue. As entrepreneurs, agents build and operate their own businesses while networking with others. They are respected business leaders and find value in being a local resource.

With the ability to make a material difference in the lives of the families in which they serve, Farm Bureau Insurance agents are engaged with their clients and have a strong desire to be a positive influence within their community. Protecting and giving back to Michigan residents is important to us, and as an agent in the southeast region, you will have the opportunity to join us in our efforts.