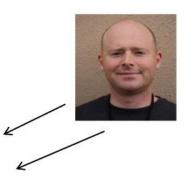
Did Ryan Smith make a good investment in me?

Year	New Busine	ess
2011	\$600,000	Before LI's Coaching
2012	\$1,030,000	Net Increase after LI's Coaching \$430,000
2013	\$1,209,000	Net Increase after LI's Coaching \$609,000

Let's say Ryan would have produced \$600,000 in NEW Business all by himself (just he did the year before in 2011 without me) 2012 net increase \$430,000

X 12% Commission

- = \$51,600 1st year Commission
- (\$12,000) less \$1000/month \$39,600 Net Increase*



2013 net increase \$609,000

- X 12% Commission
- = \$73,000 1st year Commission - (\$12,000) less \$1000/month to L.J.
- \$61,000 Net Increase*

For simple math assume Ryan then keeps these accounts for 7 more years How much EXTRA commission will he and his agency collect?

	2012	2013	Total	
	Net Increase	Net Increase	Net Increase	
2012	\$39,600 *		\$39,600	
2013	\$51,600	\$61,000 *	\$112,600	
2014	\$51,600	\$73,000	\$124,600	
2015	\$51,600	\$73,000	\$124,600	
2016	\$51,600	\$73,000	\$124,600	
2017	\$51,600	\$73,000	\$124,600	
2018	\$51,600	\$73,000	\$124,600	
209	\$51,600	\$73,000	\$124,600	
Total	\$400,800	\$499,000	\$899,800	Cumulative

^{*} Net Commission to Ryan after paying L.J. \$1,000 per month

Did Ryan make a good investment in me?

Should you do the same?

Ryan E. Smith Phone: 1.515.576.4321



Hey Coach L.J.

Last year, I produced nearly \$600,000 of new business.

And one of my reasons for starting with you this year is I wanted to do better. So as of today November 26^{th} ...

I wanted to let you know I have officially met my 2012 goal.

• \$1,000,000 of NEW business production.

\$400,000 improvement.

Thank you for all your help.

Ryan E. Smith, CIC, CWCA Kingsgate Insurance Center, Inc. 114 N. 25th Street Fort Dodge, Iowa 50501 Ph: 515.576.4321



PS. I'll be calling you about the 5 location John Deere dealer!



Hey L.J.

You said I could make history.... by being your first agent to get a Broker of Record letter **BEFORE** your 1st formal coaching session.

I was trying to decide whether or not to sign up with you. You said, "just take 3 minutes and write down the specific accounts and the amount of commission you have quoted in the last 24 months.

I wrote the accounts down.

Then we talked.

The 1st prospect was a farm equipment dealer insured by Federated. It was going to renew in.... **2 days.** I had, met the Dad once. But I had **never** met the President (the son) before.

To make a long story short....

I walked them through the presentation the way you suggested and the way we practiced while I was literally driving down the road to get there in time for the appointment.

I was not able to place the package within that time frame with any carrier we had.

BUT....I made a strong enough case

about MY Value....and MY future economic worth, as you like to say -- separate and apart from any insurance company-that we have negotiated a \$13,000 fee agreement.

So congratulations to both of us.

Ryan E. Smith, CIC, CWCA Kingsgate Insurance Center, Inc. 114 N. 25th Street Fort Dodge, Iowa 50501 Ph: 515.576.4321

