

# Did Ryan Smith make a good investment in me ?



Year	New Business	
2011	\$600,000	Before LJ's Coaching
2012	\$1,030,000	Net Increase after LJ's Coaching \$430,000
2013	\$1,209,000	Net Increase after LJ'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
2019	\$51,600	\$73,000	\$124,600
<b>Total</b>	<b>\$400,800</b>	<b>\$499,000</b>	<b>\$899,800</b> 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 ?

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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<sup>th</sup> ...  
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.

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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 1<sup>st</sup> 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.”

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I wrote the accounts down.  
Then we talked.

The 1<sup>st</sup> 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.

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