

MediaRoom

## Williamsburg Farmers Insurance Agent and Two Local Business Owners Featured in New Farmers True Stories Television Ad

PRNewswire

It began late one July night in 2006 as Mike Lewis, Farmers Insurance Agent in Williamsburg, Virginia was leaving his office. He saw on his internet a request for a quote on homeowners insurance. Mike decided to review it before he left. The review of the email message began a chain of events that led to an incredible meeting with a large Chinese family working and living in the Williamsburg area.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>)

"Seeing the Chinese names struck a real chord with me because my wife and I have two adopted daughters, both from China," Mike explains. "I immediately began calling and was able to speak to Mei-Na Yao and Shu Khan Yao. We talked for more than two hours about their families, my children, Chinese culture, and insurance."

After talking to the Yao's, Mike was introduced to Mei-Na's brothers Mark Tiao and Sam Diao who own the Peking Mongolian Restaurant in Williamsburg, and nephew Ben Tiao. Ben and his brother Marvin also own the local Auntie Anne's Pretzel Shop. "What began as a discussion of families and insurance has led to providing insurance for nine families that includes 32 homes, cars, boats, life insurance, and 6 commercial policies. It also includes individual policies for employees of the family's Pekng restaurant."

The story of finding insurance for the families led to a television ad which includes Mike, Mark and Ben telling their "True Story." "We saved them a substantial amount of money for their business insurance, and greatly improved some of their coverages that were lacking," Mike added.

"Mike Lewis represents the quality caring spirit of all Farmers agents in the Commonwealth of Virginia," notes Riko Metzroth, Farmers Virginia Executive Director. "Our agents build strong relationships with their customers and help educate and prepare them for the unexpected."

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