

## Farmers Insurance, Set for Growth in California, Seeks Leaders and Self-Starters to Add More Than 500 Agency Owners in the State Insurer Also Looking to Grow Further in State's Large Multicultural Market With Additional Financial Incentives for Qualified Bilingual Candidates

LOS ANGELES, March 12, 2014 /PRNewswire/ -- The largest property and casualty insurer headquartered in California, Farmers Insurance, is looking to increase its presence in the state with a concerted effort to add 518 Agency Owners throughout the state.

"There has never been a better time than now for those interested in becoming Agency Owners to join the Farmers Family," said Stephen Brown, Head of Agencies for Farmers Insurance. "Farmers has a proud 85 year history of success in California and we are ready to build on this legacy."

Uniquely, Farmers Insurance offers a number of ways for entrepreneurs, self-starters and leaders in various stages of their careers to become Agency Owners. "Whether you're a candidate with a record of previous sales success, someone with experience in the financial sector but little sales experience or recently entered into your professional career, there are opportunities for interested individuals to grow successfully as business owners with Farmers," said Brown.

"Deciding to become a Farmers Agency Owner changed my life," said Maureen Martinez who has her agency in Valencia, Calif. "I've owned my own business for more than five years now and being with Farmers has given me the opportunity to make consumers smarter about their insurance choices and has allowed me to be rewarded for my hard work, including being part of the elite President's Council, one of the highest honors at Farmers."

With its internationally recognized University of Farmers, the multi-line insurer also provides candidates with award-winning training and ongoing professional development. Especially for prospective Agency Owners, having access to the tools and resources that can aid their long term success is a major benefit.

Recognizing the business potential and growth opportunities available among the various multicultural consumer segments in California, Farmers also offers additional financial support to candidates with demonstrated bilingual skills. Some of the incentive awards for qualified Agency Owner candidates include eligibility for additional funds for marketing, opening a new office and hiring qualified bilingual staff.

"Farmers understands that multicultural consumer markets continue to grow at a much faster pace than other segments and we are actively seeking the right people to be able to serve these growth markets," added Luisa Acosta-Franco, Head of Multicultural Recruiting and Field Support. "We absolutely encourage those interested in building a business and being a recognized leader in their communities to join Farmers."

Those interested in obtaining additional details about the Farmers Agency Owner opportunity should contact Farmers at [www.beafarmersagent.com](http://www.beafarmersagent.com). At the web site, potential candidates can also get in contact with a local district manager in their area who can walk them through what the next steps will be.

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders. Farmers Group, Inc., along with its subsidiaries, manages the non-claims insurance operations of the Farmers Exchanges. Farmers Group, Inc. is wholly owned by the Zurich Insurance Group. For more information about Farmers, visit its Web site at [www.farmers.com](http://www.farmers.com) or at [www.Facebook.com/FarmersInsurance](https://www.facebook.com/FarmersInsurance).

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