

Farmers Insurance Unveils New Incentives to Help Talented Individuals Become Farmers Agency Owners

Start Up Bonuses and Other Financial Support among New Incentives Designed to Assist Qualified Candidates Ready to Become Agency Owners

LOS ANGELES, Dec. 3, 2014 /[PRNewswire](#)/ -- Farmers Insurance, one of the largest multiline insurers in the country, announced a suite of incentives and enhanced options to support those qualified individuals interested in becoming Agency Owners with one of the most recognized insurance brands in the nation.

"Farmers Insurance understands that starting or expanding a business may require additional capital, and we've developed a set of innovative financial incentives designed to provide assistance to qualified candidates who are ready to build their future as Farmers Agency Owners," said Stephen Brown, head of agencies for Farmers. "Our new incentive packages are designed to assist new Agency Owners to rapidly grow their businesses by improving their cash flow, enhancing their marketing programs, and helping improve the return on their investment."

Some of the new incentives include:

- Office Start Up Bonuses of up to \$10,000
- Lead Generation Bonuses of up to \$5,000
- Monthly Bonuses for up to three years
- Lucrative Annual Bonuses

These are in addition to a number of current incentives currently offered by Farmers, including:

- Support for obtaining insurance and securities licenses
- Discounted rates for employee payroll services
- After hour call center support at no charge
- Eligibility for low rate business loans
- Free business operation consulting

"There has never been a better time to consider being a Farmers Agency Owner," said Brown. "We have a long and proud heritage of success in the insurance business and we want to help our candidates become successful."

Farmers Agency Owners are more than just small business owners; they are leaders in their community who work daily to deliver on the company's commitment to making consumers smarter about insurance.

"With our new programs and incentives, we are expanding opportunities for qualified candidates to become Farmers Agency Owners by helping them to build or buy into this rewarding business ownership venture," said Brown. "Whether a candidate is new to the insurance business, has a successful entrepreneurial track record and investable funds or the candidate already has a history of success in the insurance business and is ready to quickly transition into an Agency Ownership opportunity, Farmers has packages that could help these candidates become businesses owners more quickly than before."

With its internationally recognized University of Farmers, the multiline 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.

"Farmers also 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 recruitment, marketing and field support. "Additionally, as a recognized military-friendly organization, Farmers can offer veterans an exciting opportunity for those transitioning from military to civilian careers."

Qualified candidates with military backgrounds or bilingual skills may be eligible for additional incentives.

Those interested in obtaining additional details about the Farmers Agency Owner opportunity should contact Farmers at www.beafarmersagent.com. At the web site, potential candidates can also get in contact with a local business consultant 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 approximately 22,000 employees. For more information about Farmers, visit its Web site at www.farmers.com or at [www.Facebook.com/FarmersInsurance](https://www.facebook.com/FarmersInsurance).

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