

Agents:

Opportunities for building a  
successful independent  
insurance business

August 14, 2012

# Agents: a unique opportunity with Redbird

Fast-growing independent agency focused on a high potential target audience: middle to lower income seniors ages 50-84.

## Who are these Redbird guys?

- ✓ Specialize in final expense life insurance; only A-rated firms
- ✓ Serve the growing senior market
- ✓ Simple business model: low costs, high commissions and unique support for an independent agency
- ✓ Value add: help agents be successful sales *and* business people
- ✓ Part of the highly successful Senior Referral Services network: 80+ agents in 10 states

## What's in it for me?

- ✓ Excellent income potential
- ✓ Foundation to build your business
- ✓ Competitive advantage using Redbird's proven lead system
- ✓ Satisfy that entrepreneurial "bug" with a proven business model
- ✓ Work with a business partner focused on your success
- ✓ Be an expert on a high interest, high need product
- ✓ Help people with few insurance options

# Redbird Advisors: who are we?

Our Core management team brings a combination of insurance, business and marketing experience.

## ✓ **Drew Gurley, partner**

- Responsible for all sales, product management and recruiting
- Production experience across multiple product lines targeted to seniors

## ✓ **Todd Gurley, partner**

- Responsible for marketing, sales support and Redbird operations
- Management consultant for 20+ years

## ✓ **Mike Scaturro, lead management**

- Responsible for lead management system
- Founder of Senior Referral Services

## ✓ **Matt Mizwicki, vice president**

- Responsible for leveraging technology to support agents
- Broad-based technical and operational experience

# Redbird Advisors: guiding principles

These strategic pillars are the basis for how Redbird Advisors wants to create and build its regional teams.

- ✓ **Keep it simple.** Low operating costs, high commissions and agent support.
- ✓ **Customer centric.** Write products customers need (not just those we can sell).
- ✓ **Management discipline.** Blend a light, but persistent management touch with surgical attention to agency performance.
- ✓ **Value add.** Arm agents with the support/assets for them to be credible customer advocates and successful business people.
- ✓ **Narrow focus on the target audience.** Serve the growing, lower income senior market.
- ✓ **Brand.** Operate under a common brand – Redbird Advisors – focused on quality, integrity and clarity of purpose.

# Redbird Advisors: the differentiators

Our “simple model” approach belies the fact we have compelling capabilities to offer agents looking for a change

## ✓ **A time-tested, proven lead system:**

- Agents develop long-term direct mail campaigns
- Utilizes the most up to date consumer data
- Leads go only to our agents
- Allows you to control your prospecting

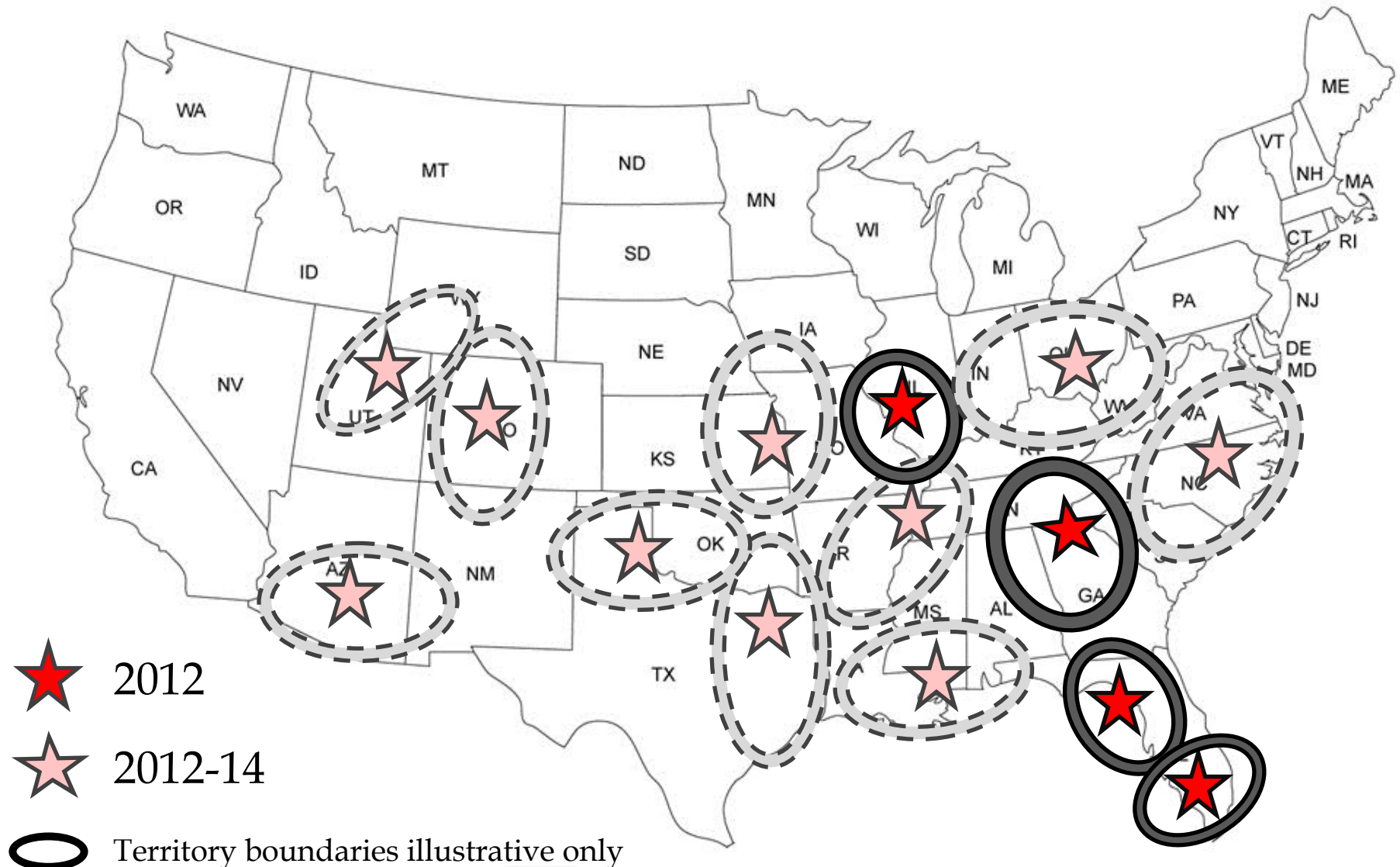
## ✓ **Unique value and support:**

- Tools to make agents more productive: “captive” tools inside an independent structure
- Selling support: web-based resource for easy access to selling support information and carrier tools
- Business support: resources to help make the business of running your business easier

## ✓ **Laser focus on products and target audience:**

- Allow agents to become experts at final expense products
- Become experts at the needs of lower income seniors

# Existing and proposed Redbird regions



# Final expenses: a hidden gem

Final expense products have significant advantages over traditional life and mortgage protection products.

- ✓ *Growing market...* 11,000 retiring daily
- ✓ *Daytime appointments...* it's the best time of day for them
- ✓ *Simplified issue...* few obstacles to getting customers covered
- ✓ *Expedited approvals...* carriers focus on quick assessment
- ✓ *Excellent AP income...* premiums are reasonable for customers and payouts for you are excellent
- ✓ *Excellent renewal income...* it pays long-term to provide customers coverage that is right for them

# Growth challenge: find the right “fit”

Agents must buy into our approach, but moreover, must have common attitudes and values regarding the customer experience.

## What this opportunity is

- ✓ Independent in every sense of the word
- ✓ Leveraging a proven lead management system
- ✓ A unique model where agents are teed up for personal and professional growth
- ✓ A business, like any other, that requires attention to detail

## What this opportunity isn't

- ✓ A place for an agent to rack up more contracts
- ✓ An afterthought in the agent's bag of products
- ✓ A place for an agent to utilize our unique assets to sell other products

# Are you a good “fit” for Redbird?

We want agents looking for a long-term, stable partner who will help them grow professionally.

## The successful agent will have:

- ✓ *A respect for the customer...* we strive to have the lowest cancellation rate in the industry.
- ✓ *A desire to professionally grow...* we will explore additional products and want agents who can flex to our growth.
- ✓ *A love of sales...* we need to see both a passion for and experience in sales.
- ✓ *Experience in sales/service-related industries...* you must understand the unique aspects of selling services.
- ✓ *Excellent references and work history...* we want only the highest quality people and our vetting process will ensure candidates meet those high standards.

# Proven lead system: how does it work?

We work with a database marketing industry leader to compile up-to-date mailing lists targeted to our primary audience.

## ✓ The components:

- Secret sauce: good lists updated regularly... simple and honest
- Time-tested direct mail letter with response card ... and we're constantly testing to ensure our messages are relevant

## ✓ The process:

- Agent develops plan with Redbird for long-term campaign of mail/re-mail
- Identify markets to mail (at zip code level)
- Purchase 2,000 mailings per week (\$440/1,000 leads)
- Mail drops weekly
- Response rates 1-2%
- Schedule appointments for "hot" leads

# Agent earning potential with Redbird

You have a unique opportunity to build a business that helps people and provides a lifestyle you control.

## Example: potential performance based on mailings

Mailings/ week	Est. response	Est. close rate	Avg. policies sold/ week	Avg. weekly AP/ agent	Avg. annual <u>gross</u> AP/ agent (50 weeks)*	% agents achieving this today
1,000	13	20%	2.6	\$ 1,404	\$ 70,020	25%
2,000	26	24%	6.2	\$ 3,370	\$ 168,480	70%
3,000	39	27%	10.5	\$ 5,686	\$ 284,310	5%

### Assumptions:

- Average response rate/ mailing: 1.3%
- Gross AP of average FE policy written: \$600
- Average agent commission rate: 90% (% may vary based on experience)

\* Does not include cost of mailings and travel expenses

# Agent earning potential with Redbird

You have a unique opportunity to build a business that helps people and provides a lifestyle that's in your control. (Continued)

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3,000	39	27%	10.5	\$ 5,686	\$ 284,310	75%
Assumptions: Average response rate: 1.3%						

**This is the performance level we're expecting from agents by the end of their first year. The investment in 2,000 mailings/week signifies commitment to the system and greatly improves chances of high success.**

# What will the first 60-90 days look like?

By week 8-10 the agent will have a constant stream of leads, be receiving income and moving toward their earning potential

**Example: agent purchasing 2000 leads/week in first 60-90 days**

## ✓ Assumptions:

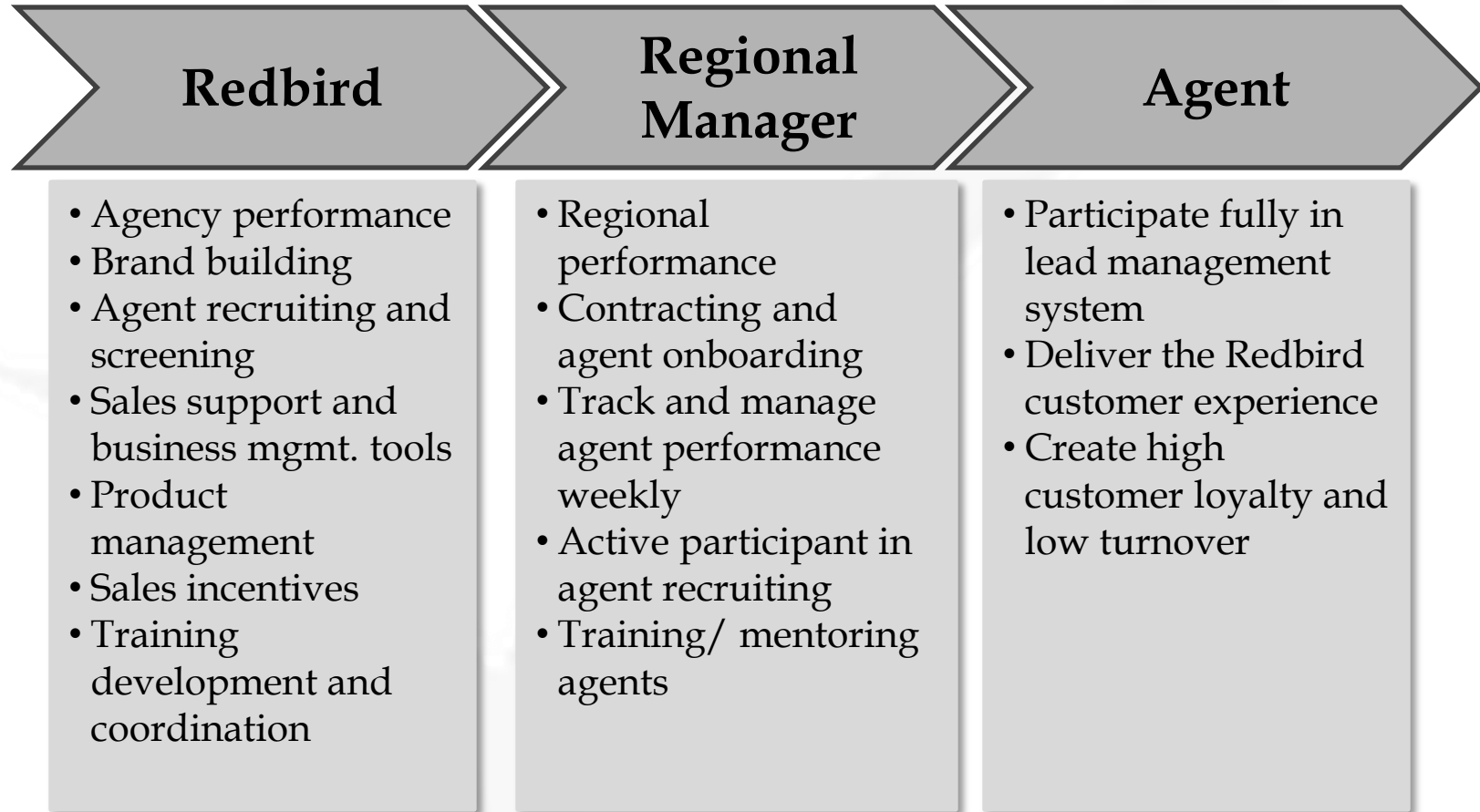
- Purchase 2,000 mailings/week
- Est. 1-2% response rate
- Set appointments with 50% of new leads
- Close ratio 40-50%

## ✓ Results:

- Est. investment in mailings (before getting paid): \$4,500
- First check: weeks 5-7
- Expenses/wk (leads + travel) = \$1,000-\$1,250
- Est. weekly income after expenses = \$1,500-\$1,850

# Roles and responsibilities: the team

Agents have a strong support system between Redbird Advisors and their Regional Manager.



# Your career: build a team

All agents have the opportunity to grow into broader sales management positions, from Team Leader to Regional Manager

## Regional Manager

- Regional performance
- Contracting and agent onboarding
- Track and manage agent performance weekly
- Active participant in agent recruiting
- Training/ mentoring agents

- Average Redbird agent starts at 90% commission, but has potential to reach 100% based on performance.
- Agents can become team leaders and earn commission overrides on their team's performance. Team Leader commissions start at 95%.
- Team leaders can grow into Regional Managers with override potential from 100% to 120%.

# Opportunity for growth: value add

We want to provide capabilities/tools that make agents more productive and better business people.

## ✓ Selling and marketing\*

- Sales presentation tools
- Training presentation/video
- Orientation materials
- Utilizing social media
- Blog

## ✓ Business management

- Chargebacks
- Tax/accounting
- Task/time management
- AP/AR
- Technology/communications

## ✓ Build a brand

- Give agents a credible umbrella to present themselves as a part of... a place in which they belong
- Provide consistency across the business
- Give the business a cohesive point of view, voice and personality

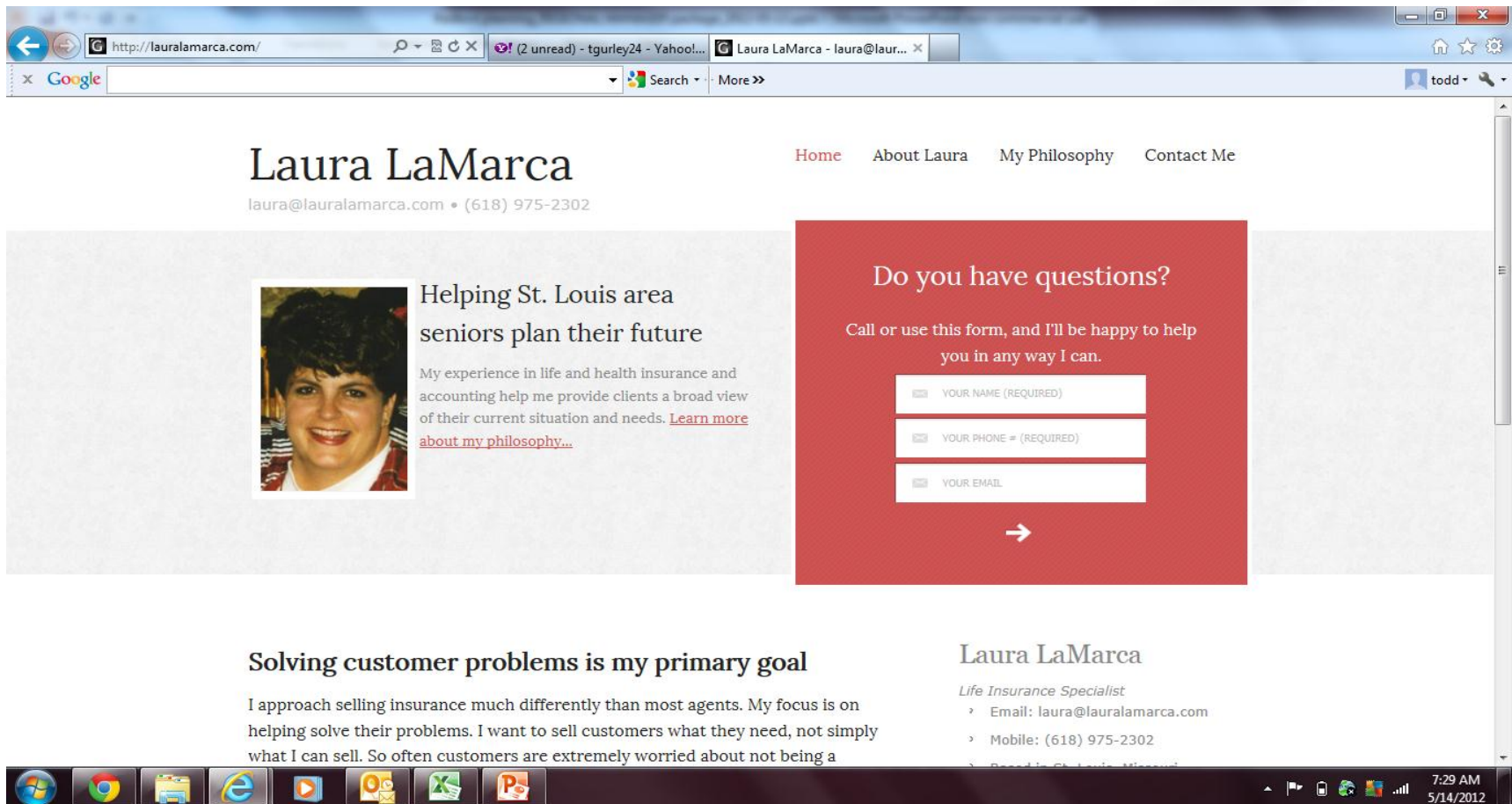
[www.redbirdagents.com](http://www.redbirdagents.com)

(Under development)

\* Agents not obligated to utilize sales/marketing and branding support tools

# Opportunity for growth: “get started”

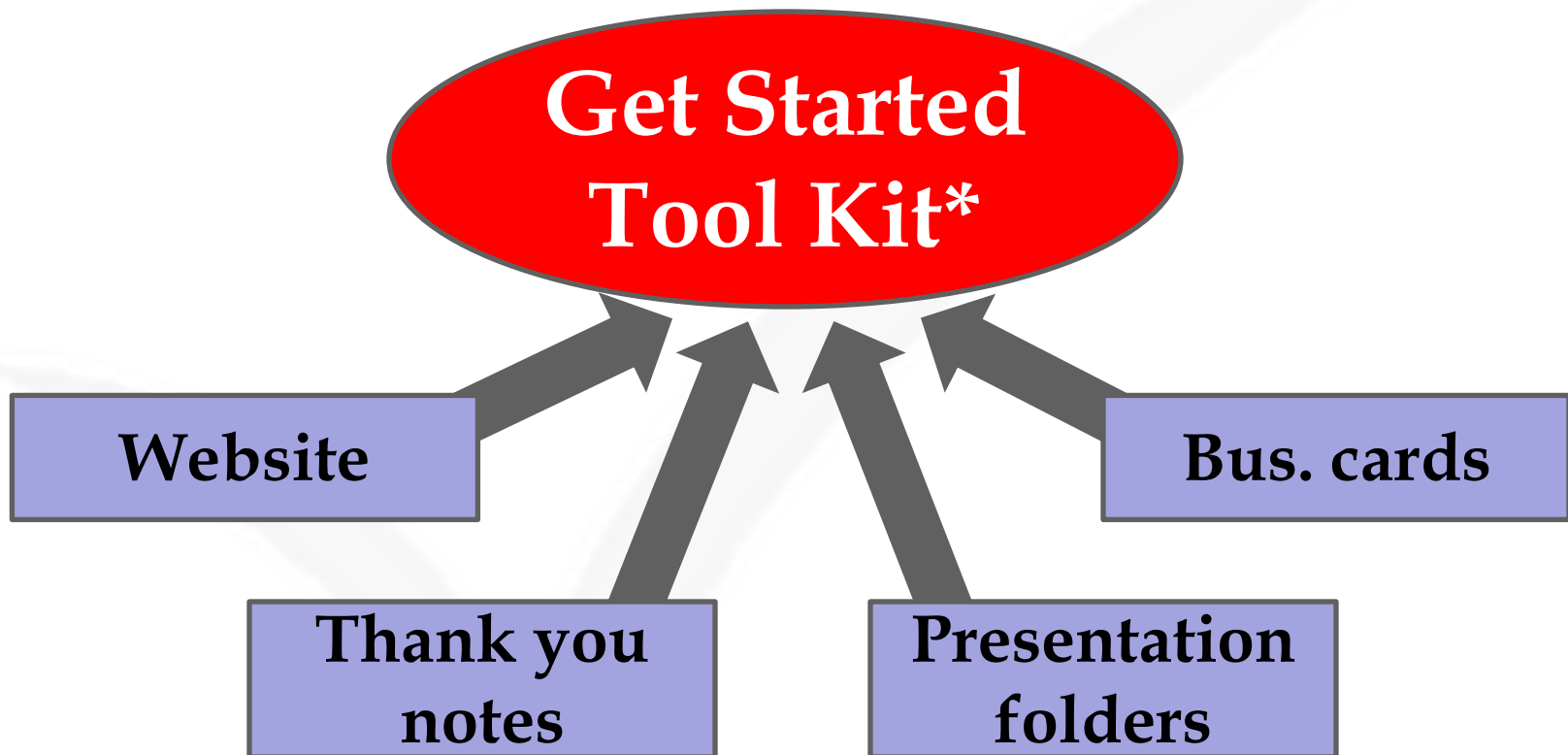
We have a website template that will make it easy and inexpensive to give agents a credible, high quality image.\*



*\* Agents not obligated to utilize sales/marketing and branding resources*

# Opportunity for growth: “get started”

Fulfills a basic requirement that customers expect and provides agent credibility with customers and their families.



*\* Agents not obligated to utilize sales/marketing and branding resources*

Take the next step:  
**Consider joining  
us today!**

Contact: Todd Gurley  
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