



# SIMG Voice



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## Important Information

- Let us know if you would like to participate in free **future 20 to 30 minute Foremost Sponsored Webinars** covering: Underwriting Appetite; Exciting new and existing unique featured products; **Social Media Suggestions**; and new client acquisition ideas. Meet and get to know our highly trained, helpful, and accessible account executive in a well-organized and fast paced desk-top or tablet experience.
- You only need \$30,000 premium with Foremost to qualify for bonuses SIMG receives from Foremost. We keep track on our accounting systems, so all you need is quote and write your best customers with this extraordinary "A" highly Rated and client recognized carrier.
- Product Lines include: Mobile Home, Motorcycle, Auto (Bristol West), Collectible Auto, Home, Watercraft, RV's, 5<sup>th</sup> Wheel, Landlord, Seasonal or Vacation Home, Golf Cart, Vacant Property, Snowmobile, Neighborhood Electric Vehicle, ATV's, Luxury Motor Coach, Travel Trailer, Scooter, and Off-Road Vehicle.
- Client on-line payment convenience!
- Highly competitive rates and commissions!
- If you are not appointed with Foremost or Bristol West, let us know and we will get you set up right away. \*(Farmer's agents must wait 12 months after Farmer's contract termination.)

# Comprehensive Insurance Services For Qualified Agencies And Their Clients

Autos, Homes, RV's, Motorcycles

Transportation

Financial Institution Collateral Protection

Vacation or Second Homes

Investment or Commercial Properties

Annuities, Life, Health, Disability

Travel Medical – National and

International

Short and Long Term Care

Small Employer Solutions

Premium Finance Solutions

Life Settlement Options

Wealth Transfer

Airports and Aircraft

Classic Vehicles

Long Term Care Facilities

Specialized Flood Programs

Website Services



## Social Media is Here to Stay

Smart Business Owners have jumped on the bandwagon of smart and targeted social media use.

**Successful agents** use all media tools available from our carrier partners and other resources to: ***Seek out and inform new clients by being visible and accessible with popular search engines (we have tips on how to be more visible and higher with client searches); Build and maintain low cost state-of-the-art web sites; and access multiple carrier Rapid Raters (e.g. ITC) for fast response to your clients.***

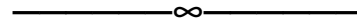
Other below “tweaks” are used for acquiring and keeping clients:

- Fast response, and professional **telephone skills** and demeanor. **Smiles do show** on the telephone.
- If you must use a cell ‘phone, make certain your transmission is clear and intelligible!
- Community and place-of-worship **involvement is essential.**
- Dress professionally!
- Mail hand written “Thank-you” **note cards** directed to your client shortly after writing, and at renewal.
- **Ask for** and give written follow-up “thanks” for **referrals!**

## Strategic Partners

AAA – Chicago  
Atlas General Insurance  
Auto Help Line  
Conifer Insurance  
Donald Gaddis Company  
First Chicago  
Founders Insurance  
Foremost  
Donald Gaddis Company  
Guard  
Hartford  
J. M. Wilson Brokers  
Mercury Insurance  
Metropolitan P&C  
Nation Safe Drivers  
National General  
Producer Resources, Inc.  
Imperial PFS  
Safeco  
Travelers  
Weiner and Associates  
National Brokerage  
Duffin Financial  
Seven Corners  
Texas Rangers Insurance

- **Ask directed open-ended questions that require more than a “yes” or “no,”** response from your prospects and clients. **Listen without interruption.**
- Make carrier and coverage recommendations based upon client needs, and not price. If customers buy based on price they will leave you on price. **Do not be just an order taker.**
- Make yourself **accessible!** Be *relevant* to your clients.
- **You cannot be all things to all clients.** Be aware of your company’s products and expertise. Refer to another agent if necessary. This will **reward** you in the long run.



## Simg's Marketing Corner

By Gladys Delamora, Exec VP

**Foremost and Bristol West** are simply the best of the best. Today, I will focus on one topic, **“Dwelling Programs.”**

Foremost’s broad acceptable risk definitions include: professional landlords with multiple properties, properties with minor cosmetic problems are covered but also are competitive with perfect condition structures; urban and suburban locations; values up to \$1.0 Million; seasonal and vacation rentals including unsupported; homes of any age; property with market value below 70% of replacement cost; vacant dwellings with various V&MM and liability options; risks with up to five physical damage losses, and customers from perfect to less-than-perfect insurance or credit scores. Call Service Point<sup>®</sup> at 800-527-3905 or your Foremost Representative.



**For additional detailed information visit our web site at  
[www.SIMGinsurance.com](http://www.SIMGinsurance.com); or contact Bob at  
847-877-1053; John at 815-922-5233; or Gladys at 630-673-1342.**

**Si se siente más cómodo comunicarse en español, no dude en ponerse  
en contacto con Gladys.**

**Serving Agents in CA, \*(soon in GA), IL, IN, IA, KS, MO, TX, and  
WI.**

Not all products and carriers available in all states

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