

CENTURIES OF ROUGH NOTES

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Rough Notes

*The Magazine
of Salesmanship
Education & Management
for Local Agents
& Brokers.*



The **R** For Our Agency's Success

**Pennsylvania agent lists nine-point program
which has enabled him to fill this prescription.**

By S. A. MONTGOMERY, JR.

*S. A. Montgomery, Jr.
Media, Pennsylvania*

ANY SUCCESS OUR agency has attained is the result of personal contact, personal sales ability, and preparation before the sales interview.

Our agency volume, Fire and Casualty-wise, is approximately \$80,000. We write an average of \$200,000 Life insurance volume per year in addition to this Fire and Casualty business. A one-man agency with a very capable secretary, we have occupied our present location for approximately three years—which location is shared with my father, an attorney at law, and my brother, who is also an attorney—as well as a real estate broker.

We service a little over 800 accounts in our agency—70% of which are personal accounts, the remainder being small mercantile accounts. We have the usual type of filing cabinets, and file on a line folder basis per customer. We have a hand-operated adding machine, an electric calculating machine, an elec-

tric typewriter, and a dictating machine.

Advertising: We have tried to develop an advertising program on a definite basis—designed to accomplish several things: General acceptance by the surrounding public that we are in the insurance business; that we are a professional insurance agent and broker; and that we are interested in local community affairs.

Newspaper advertising, a sample of which is shown on this page, is carried in three local newspapers in three different communities in which we are attempting to develop our business to become known as *the* insurance agent. Pictured on this page also is a billboard sign that we have found has attracted considerable attention. While we only have two of these signs at present, we hope to be able to erect more in the near future. Other than stuffers in policies, we use no radio or direct mail advertising.

The context from our newspaper advertising is usually taken from various companies' advertising that appears in the trade journals, adjusted to our specific needs. Last

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TOP: Photo showing the exterior view of the Montgomery Agency. The building is of brick construction with white trim. Immediately below is one of the billboard signs used by the agency which has attracted considerable attention.



ABOVE: A sample of the newspaper ads carried in three local newspapers in three different communities. Mr. Montgomery is attempting, with this media, to develop his business to the point of being known as *the* insurance agent.