

Thele Moore  
American Family Insurance

Dear Thele:

A few weeks back you gave our team a seven-minute presentation about the discounts that your company offers as a reward for behaviors and circumstances. I recognized several from your list that we would be eligible for and my next thought was, "Why doesn't our insurance carrier inform us of these?" I am not one to change things that are working but after giving it more thought I realized that my experience with my insurance carrier has gotten increasingly more frustrating due to small things that they were not doing. Instead of feeling "taken care of", I was being shuffled through their system to other people and, after almost ten years with them, the only contact I had during the year was a bill for renewal. After my conversation with you about it and knowing your work ethic and integrity I knew that would not happen with you. Thank you for the clarity with which you presented our options.

After making the decision to change, I was pleasantly surprised and pleased to find out that our monthly premium price for Home, Auto and Umbrella policies decreased by approximately \$152.00 per month. That's \$1,824.00 per year! I was impressed with how you made it your job to find discounts for us and pointed out how we could make other changes that would affect the price of our policies as well.

I was aware of how well you have treated my clients, but I got to experience first hand how much you do for yours, and through your words and actions you made me feel important to you and to your company.

I look forward to the next time we have a chance to do business together.

Best Regards,

Joyce Ray  
Realtor  
Chapman Hall Premier Realtors