

US Auto Advertising Program Enrollment

Dear Agent,

US Auto has been trying to develop an advertising program on behalf of agents like you for the past several months. This program involves a yellow page ad that includes a number 730-AUTO for interested customers to call and receive a referral to the nearest US Auto agent for a quote.

The next phase of the U.S. Auto Advertising and Customer Direction System is about ready to go. In this phase, US Auto will improve how they handle the calls to the 730-AUTO phone system that cannot be automatically transferred to an agent. This includes all of the cell-phone calls that had been previously directed to the Agent Help Desk. A new group of individuals will be answering these calls. These individuals will give quotes to customers and then direct the customer to the agent's office that is most convenient to the customer.

In order to direct potential customers, more information is needed. The attached form details what US Auto needs for each location that wants to participate. One form is needed per location, even if all of your locations share the same agency number.

This new "quote desk" will quote U.S. Auto rates and disclose the agency fee to the customer so there are no surprises when they get to the agent. US Auto also needs your hours of operation so they can give them to the customer. NOTE: The "other" hours of operation on the form are for formats that do not conform. For example, if you close early on Wednesday.

We need this information sheet ASAP so we can get this program running. The sooner you return this, the sooner you will get leads.

US Auto hopes to start by the second week in May. So fax the completed form to me at 830-816-2574 ASAP!

The following rules are to be used for qualifying agencies:

In order to receive customers calling 730-AUTO, agents must be actively selling U.S. Auto Policies (at least one in the last 30 days.) In addition, they must give U.S. Auto complete information on the form, be in good standing with U.S. Auto, be recommended by their MGA, and agree to immediately notify you and U.S. Auto if any of this information changes.

Thanks,

Sean Seamster

TRAVIS – US Auto Products

**U.S. AUTO INSURANCE
AGENT INFORMATION FORM**

The following information is necessary for an agent to participate in the U.S. Auto Advertising and Customer Direction System. This information is required for each location that wants to receive customers from this program.

Agent # _____ - _____ Location # _____ (If more than one.)

Agency Name _____

Address of Location _____

County _____ City _____

Zip code _____

Phone Number at location _____

Agency Fee Liability \$ _____

Agency Fee Full Coverage \$ _____

Hours of Operation:

Open Monday thru Friday _____

Close Monday thru Friday _____

Open Saturday _____

Close Saturday _____

Other Hours Variation: _____

MGA Signature _____

Date _____