

Farmers Special Edition

# FireFacts Facts Blast!

**FireFacts Interactive Learning CD quickly moves fire safety education to the 21st century!**



Try our CD once and you'll understand what sets it apart from other marketing ideas. With built in lead generation and our powerfully simple "Agent Connect" feature, we know you'll be impressed.

But don't take our word for it...

*"I see that without asking or prompting them, we are going to come off as a true community supporter, and get great PR for Farmers..."*

*"The fire chief asked me this morning after the event if I would like to come by and talk with the guys about their insurance.. of course I said yes..."*

*"I feel this may be the best money I have EVER spent thus far in marketing."*

Jeff Bethurem, Farmers agent

## WHAT YOU CAN DO WITH 1 BOX

1. FFR'S: Give one disc to all your reviews ( do not forget Grandparents, they need an escape plan too!)
2. NEW BUSINESS: Give one disc to all of your new households Home or Auto
3. COMMERCIAL ACCOUNTS: Give one disc to all of your NEW BUSINESS/RENEWAL'S and ask the business owner to give one to all their employee's with small families.
4. APARTMENT/ PROPERTY MANAGEMENT: Ask the management company to give a disc and a quote to all new tenants in their new tenant package. Also ask to hold a fire safety day ( twice a year), invite the Fire department, have hot dogs and pop corn and have the opportunity to meet all the tenants.
5. REAL ESTATE AGENTS: With the real estate market changing more young families will be able to buy homes they could not have bought before. Have the realtor give a disc to all their new sales as a gift from them with you as the sponsor of the disc.
6. TITLE AND ECSROW: Have a flyer for display; give the office discs to hand out to all closings. This is a great source for new business.
7. FIRE SERVICE BUSINESS: Contact local business in this field and have them promote fire safety using this education tool. Work together as a team/partnership for their clients and yours

Check out our online *Agent Resource* for more ideas!