



FINANCIAL SERVICES PROFESSIONALS: PROTECTING WEALTH BEGINS WITH PROTECTING RISK

Many successful Farmers agency owners did not begin their careers in insurance. In fact, some of the most successful agency owners come from sales, management, finance, real estate, hospitality, and other customer-focused industries where they developed the skills necessary to lead a business.

Why Financial Services professionals succeed:

- ✓ Risk management conversations
- ✓ Financial planning mindset
- ✓ Trust-based relationships
- ✓ Long-term client retention
- ✓ Business development
- ✓ Professional credibility

The Reality

Agency ownership allows many Financial Professionals spend their careers helping clients prepare for the future. Agency ownership provides another avenue to help families and businesses protect what they've worked hard to build.

Concerned about leaving your current practice?

Agency ownership doesn't replace your experience—it amplifies it. Many of the conversations you already have about risk, planning, and protection align naturally with insurance solutions.