



REAL ESTATE PROFESSIONALS: TURN RELATIONSHIPS INTO RESIDUAL REVENUE

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 Real estate professionals succeed:

- ✓ Prospecting and lead generation
- ✓ Relationship-based sales
- ✓ Contract and transaction management
- ✓ Networking and referral development
- ✓ Entrepreneurial mindset
- ✓ Self-directed work ethic

The Reality

Real Estate professionals understand something many people never learn: relationships create opportunity. The same networking, prospecting, and client service skills that drive successful real estate careers can also build a thriving insurance agency.

Do you have concerns about market volatility?

Real estate transactions come and go. Insurance creates opportunities to build recurring revenue streams that continue long after the transaction closes.