

# Build a Business You Can Stand Behind

With a Name That Stands Out In Front

Entrepreneur Program



**INSURANCE**  
AUTO • HOME • LIFE



Rusty Rowton - AAA Entrepreneurial Agent

# This Is More Than A Franchise. This Is Freedom.

## Discover the Advantages of Being an Entrepreneurial Agent (EA) Owner

To build a successful insurance business, you don't need to be an insurance expert – you just need to be results-driven, self-motivated and passionate about helping people. When you open your doors as a AAA Entrepreneurial Agent, rest assured that you're being supported by more than 100 years of service to satisfied customers.

As an Entrepreneurial Agent, you'll enjoy the flexibility of running your own brick-and-mortar AAA Insurance office and have the power of one of America's most trusted and recognized brands behind you.

58 million members trust AAA for emergency roadside rescues, automotive, travel and insurance services. And that's where everything you're going to love about being a part of AAA starts.

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**You don't need to be  
an insurance expert**



Kent Rountree - AAA Entrepreneurial Agent

# Get a Head Start on Being a Start-Up

From the moment you hang an “open” sign in the window, you’re part of an established business.

AAA Entrepreneurial Agents benefit from a solid sales base of over 58 million loyal members. More than 50% of our members have been with us for at least 10 years and consider themselves “members for life”.

Every year, throughout the United States and Canada, AAA follows through on its promise to deliver peace of mind in every area of life by:

- Responding to more than 40 million roadside assistance calls
- Assisting members with vehicle repair they can trust, through more than 7,000 AAA-approved service facilities
- Saving members money through discounts at hotels, attractions, restaurants and retail locations nationwide

- Providing a trusted name and discounted rates on millions of car rentals
- Protecting the things that matter most with auto, home, life and commercial insurance through some of the most recognized insurance brands in the nation
- Building lifelong customer relationships through banking, financial, and credit card resources backed by AAA’s solid standing

As the nation’s 9th largest Auto and Home Insurer, AAA membership activities generate over \$11B in annual insurance premiums, agency services, credit card transactions and other membership benefits because we earn their trust over and over again. Even so, only 16% of members insure their auto and 10% insure their home with AAA, leaving a large, untapped audience for the right agent to pursue.

## And you can own a part of that success.

We not only stand by our members, we stand by our Entrepreneurial Agents with support that gives you an edge:

- Access to an extensive database of current AAA members within your market area
- Opportunity to build equity interest in your business
- A lead management system and support that ensures ease of use
- Initial and ongoing training and support, through webinars, support materials, and seasoned AAA field personnel who are accessible and ready to help
- Access to group marketing program and advertising assistance



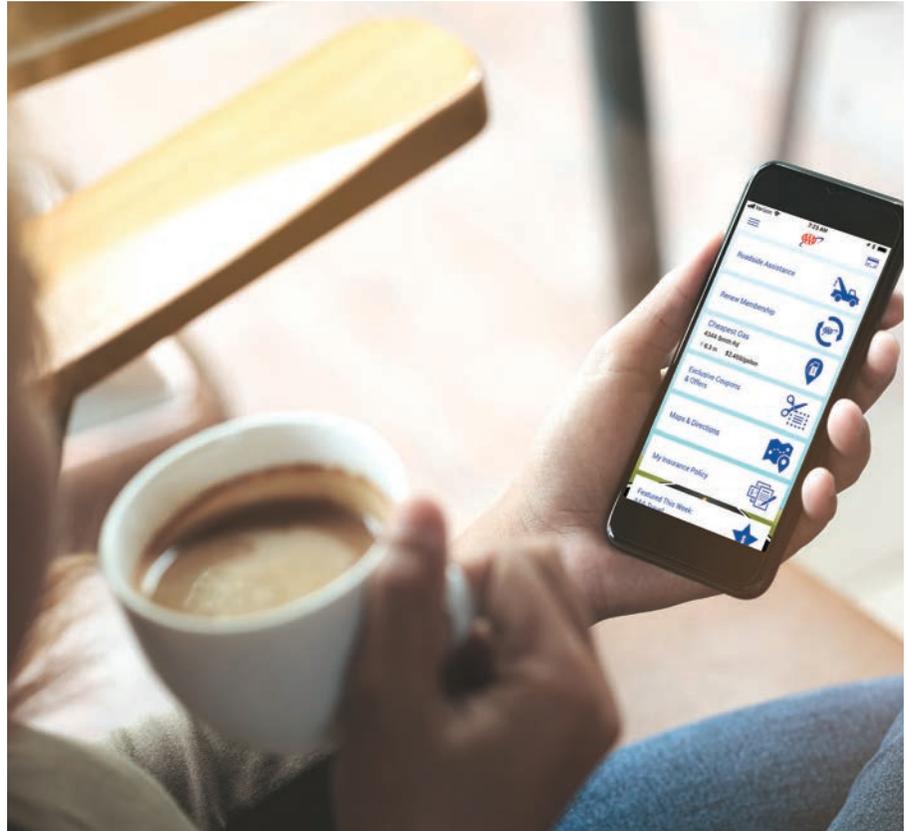
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# Attract Quality Customers With A Quality Brand

AAA customers are highly educated, safety-conscious individuals who value being prepared for the unexpected. No other company has dedicated more time and resources to drivers, driving, and safety in every area of life than AAA.

Consequently, most people don't have to be "sold" on the benefits of AAA. Chances are, they've benefitted from one of our services at some point in their lives and already associate our name with reliability, safety and long-term stability. That makes growing their membership to include other benefits an easy next step – and with AAA, there are so many other benefits you can offer them!

- **Life insurance:** term, universal life, whole life, children's life and annuities
  - **Financial services**
  - **Travel assistance:** assist members with auto travel maps and tourbooks, and guide them with trusted destination and dining suggestions
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- **Roadside assistance**
  - **Property and casualty insurance:** auto, home, renters, umbrella, flood, RV, boat, motorcycle, specialty vehicles and commercial lines, underwritten by various insurance providers including CSAA Insurance Group, a AAA Insurer.



**\*\*Nearly 59,000 AAA Diamond Rated hotels and restaurants are accessible via the AAA Mobile® app!**



**AAA Life Insurance Company has an A-  
(Excellent) rating: 4th highest ranking out of 16**

*(SOURCE: A.M. Best Company, September 2016)*

**AAA named P&C insurance “Brand of the Year”,  
ranked highest in “trust” category**

*(SOURCE: 2017 Harris Poll EquiTrend® Study3)*

Keagan Henson - AAA Entrepreneurial Agent



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# Freedom to Build Your Business Your Way

Security That's Built on 100 Years of Success

AAA advocates for the public safety and mobility of its 58 million members nationwide. For more than 100 years, AAA has been committed to serving the needs and interests of the motoring public. The non-stock, non-profit organization also provides emergency roadside rescues, automotive, travel and insurance services.

The kind of people who are drawn to being a part of the AAA team like the idea of providing something that can really make a difference in people's lives. It's more than products and it's more than services – it's a commitment. AAA stands for trust and reliability, not simply as product benefits, but as the true character of the people who wear the name.

If you're one of those people, we'd love to talk further with you. Our Entrepreneurial Agents love the flexibility of adapting their agencies to the individual communities they serve, while moving forward with the confidence of full support from the first-day-of-business excitement to simple, everyday situations.

## Set-Up Support

You'll start with a comprehensive EA onboarding program that outlines a personalized plan for your unique community and business set-up. Detailed guidance includes everything from opening an office to implementing AAA standards.

## Industry Training

We'll ensure you're off to a solid start with a personalized training program based on an assessment of your professional experience and abilities. Every program includes a combination of in-person and virtual training to cover the areas most relevant

to you, including core business skills, sales, customer service, product knowledge and systems training.

## Support Tools

Once you're off and running, support continues with a variety of tools available to help you with the essentials of running a business: site selection, payment systems and cash flow, business plan development, and more. And as always, a network of AAA staff and other experienced EAs are available to you. The more we share and learn from each other, the more we succeed as a team!

Rusty Rowton - AAA Entrepreneurial Agent



Once you're off and running, support continues with a variety of tools.

# So What Does It Take?

If you're drawn to the AAA brand and the values on which it was built, it's likely you're just the kind of person we want to represent our name. A few of the requirements include:

- Exceptional character and integrity
- Desire to be an independent business owner
- Access to liquid capital and financial backing for investment in a proven business model
- Understanding of sales and business principles
- Demonstrated knowledge and success in sales, marketing, business operations and relationship management
- Dedication to customer service and member satisfaction
- Ability to hire, manage and motivate staff
- Drive to achieve business objectives
- Strong communication skills
- Ability to build long-term relationships within your community
- Willingness to take and pass insurance licensing classes and exams, continuing education classes and other programs to further your professional goals



**Thank you for your interest  
in the AAA Entrepreneurial  
Agent program!**

Sara Whitt - AAA Entrepreneurial Agent



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Sound like you? Let's talk!  
Contact **Russ Iden** at **(918) 748-1034** or  
**[russ.iden@aaaok.org](mailto:russ.iden@aaaok.org)** to inquire about  
compensation, general information and next steps.

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