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Contact: WorldGroup Advisory
Cheryl Georg
303.478.9734
6156 South Macon Court, Englewood CO 80111
Cheryl@worldgroupadvisory.com

Allstate or State Farm Agency Owners or Agents: Want Ten New Great Ideas to Grow Your Agency or Book of Business? Top Performers Gather to Share Proven Rainmaking Strategies at Peer Benchmarking Session on August 25, 2009 in Fort Worth, TX

May 14, 2009 – Fort Worth, TX – Between a recession and Internet-driven price competition, insurance agents and agency owners may feel like they're caught in a perfect storm. And certainly, downturns and revolutionary technologies historically "reset" markets. The million-dollar question: What should agents and agency owners do right now to ensure they stay ahead in their local markets?

"The worst thing you can do now is to let the current market convince you to go it alone," advises top producing agent/owner and 20-plus year peer mentoring facilitator Ann Nerney, "The agents and owners who benchmark and implement best practices will be the ones writing more policies this year."

Participating in a peer benchmarking review group with other elite State Farm and Allstate agents and agency owners makes everyone in the group a tougher local competitor. Peer mentoring lets those at the table cherry-pick the most effective strategies that the best agents use in similar markets.

For over two decades, Nerney has been facilitating peer benchmarking groups for insurance agents and agencies. "The results of peer benchmarking at Allstate were dramatic. Participants outsold non-participants by two-to one," says Nerney.

"Peer mentoring gives top performers that chance to tap a century of insurance experience in a room where people have complementary skills. You don't have to rely on trial and error and are guaranteed to leave the session with dozens of tested, specific, actionable ways to grow your insurance agency or personal book of business," says the longtime owner of an Allstate agency.

"Every top agency owner or agent has an area where they outshine the competition. In these groups, those with the best metrics will talk candidly about how they do it," said Lead Facilitator Ron Sturgeon. "In many cases, implementing a single idea will pay the cost of attending many times over."

Any attendee who does not hear ideas to earn at least five times the cost of attendance is entitled to a full refund of the \$750.00 registration fee. Participation requires a confidentiality agreement and is limited to one agent or owner per geographic market. Reserve your 500% guaranteed place now by calling Event Coordinator Josh Davis at 1-866-945-3955.

Mr. Mission Possible (<http://www.mrmissionpossible.com>) is the online home of business consultant Ron Sturgeon. With more than 30 years of successful business building, Ron is a frequently requested keynote speaker and sought after small business consultant, mentor and leader of strategic business planning groups. His firm is headquartered at 5940 Eden in Fort Worth, TX Reach Ron at 817.834.3625 ext.8# or by e-mail at rons@mrmissionpossible.com.

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