

BUILD A SMARTER STARTUP.

Become a Farmers® agency owner today.
Visit farmers.com/startup.



FARMERS
INSURANCE



YOUR AGENCY



FROM START TO STARTUP.

- Build as big as you want
- Potential for unlimited income
- Opportunity to sell your agency

HOW BIG DO YOU WANT TO BUILD?

Farmers® believes there is no greater power in this world than the freedom to achieve your own success.

Helping people and agencies BUILD is what we do.

But what makes Farmers uniquely suited to this task?

We offer every agency owner the freedom to manage their own success. And this freedom comes with a business coach who is part mentor, part coach and with support from our industry leading training program that can help you turn your ambitions into reality.

“The measure of our worth is not what we have done for ourselves, but what we have done for others.”

- John C. Tyler / Farmers co-founder



THE PATH TO BECOMING AN AGENCY OWNER



1

Review the Opportunity

- Explore becoming a Farmers agency owner with a local recruiter

2

Verify Eligibility

- Pass background check
- Proof of capital
- Career assessment profile

3

Licensing

- Obtain Property and Casualty, Life/Health licenses
- Opportunity to obtain Series 6 and 63 securities licenses

4

Training and Onboarding

- Farmers training program
- Business plan review

5

Open for Business

- Branded office location
- Agency staff

IN BUSINESS FOR OVER 90 YEARS AND STILL BUILDING

Established
1928

More than
12,000 
Exclusive agents



24/7 

Award-winning claims
department service

Serve more than
10 Million 
Households with more than
19 Million individual policies

Industry-leading
training 
University of Farmers®

Over
20 
Insurance and Financial
Services Products.

Over
\$20
Billion
combined assets

VENTURE WISER

You can start up as a Farmers® agency owner with the support of a nationally recognized brand and award-winning training.

Build with one of the nation's most recognized brands

Just look at all the advantages:

- Support from an experienced business coach
- Financial support to help you get started
- Our industry leading University of Farmers Training Program
- Our “build or buy” option for owning an agency
- Our unique legacy option that gives you the opportunity to pass down your agency to family and future generations



Farmers provides financial support to help you succeed:

- Agency start-up bonus opportunity
- 3 years of annual and monthly new agent financial support bonus opportunities
- Opportunity to sell your agency
- Potential Contract Value
- Marketing bonus opportunity
- Agency owners who are former military or former Farmers employees can receive up to a \$6,000 bonus

Qualifications vary

Here's what successful agency owners look like. Is this you?

- Self Confident
- Optimistic
- Strong
- Ambitious
- Direct
- Hard Working
- Social
- Always Ready to Lead



SERVE YOUR COMMUNITY WITH A SMARTER STARTUP.

Friends, neighbors and family want a relationship with someone in their community.

Insurance is a foundation of strong communities

Here's how Farmers helps agency owners.

At Farmers®, we encourage you to make a difference in your community by supporting local schools, sports, charity organizations. It's a good thing to do and it's good business.

And when disaster strikes, you can be on the front line assisting with catastrophe buses that bring information, blankets and other essentials to families in need.





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