



FARMERS
LIFE INSURANCE

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Sales Source
Jim Rose
121 Avenida Dominguez
San Clemente, CA 92672

Dear Jim,

I wanted to thank you for your help with Sales Source. As you know I purchased the system from you a couple of years ago and had a false start or two. (my problem not the system), however I wanted to let you know that after our discussion last February I decided to really give it the college try and follow your advice to the tee for the year.

I'm sure you've heard it before, but in all fairness I wanted to report to you some results.

February 19, 2002, I turned on the system set for 2 new prospects per day from a database of 459 prospects that was about a year old. I selected an industry I had never done any business in so I could easily measure the results. My mailing list was a little dated and I had 13% returned mail.

I called when the Action Sheets said to, and had very little problem finding people to talk to after the Sales Source introduction. It really is simple if you do it every day.

Jim, I have to tell you I wasn't sure what to think and have a very busy agency and was skeptical about devoting much time to this. It turned out to be about 18 hours per week, and at that level of commitment we wrote \$389,000 in new business premium by year end, and have closed a \$92,000 case this last week.

So there is no misunderstanding, this does not include ANY ancillary business written on these people, these are only the sales in the targeted industry.

I expect by the end of 2003 I should have \$1,000,000 written premium in a two year period in an industry I had never done any business with in the past. Furthermore these are new households in my agency.

I'm not sure what you could do better, but when you think it up let me know.

Best Regards,


Rick Jackson

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