

(The following pages were received by NAAFA in an anonymous envelope on 12/14/2010)

Rodney Devlin
303 North Sturgeon St
Montgomery City MO 63361-1824

Rodney,

CONGRATULATIONS!!!

YOU ARE THE CLEAR WINNER IN THE CORPORATE TWO-STEP KOOL-AID DRINKING CONTEST.

Your bone-headed comments about agent's responsibility for AmFam profitability are shameful.

AmFam agents are now trying to find new clients in the midst of the worst economic conditions in a lifetime, trying to stay afloat amid uncompetitive prices while trying to run agencies without triggering AmFam's secret "Gottcha Game" called "The Three Strike Rule" and "Agency Tier Rating," plus semi-sober, out-sourced property inspectors looking for anything they can photograph to justify the millions AmFam is paying them to find fault with properties and ravage agencies books of business.

All the while Dave and Jack zip around in their private jets burning more jet fuel in a month than the average AmFam agent will earn in a year.

On top of this comes bright light Rodney Devlin DSM preaching that profitability is really the agent's responsibility (duh, like what negative isn't thrown back to the agents to fix???)

You must really be desperate to keep your no-show District Manager job that you would trash your self-respect to promote the company Kool-Aid.

It is partly because of corporate hand puppets like you that smart agents are saying. "I'm out of here" and not so smart agents go home with headaches and overdraft fees on their personal checking accounts.

For your award, the company will fire you first when they sell the company to Allstate or Liberty Mutual (both are on an acquisition spree).

Financial strength through profitability

11/16/2010

To maintain financial strength, D-177 Sales Manager Rodney Devlin is an evangelist for American Family's profitability.

Devlin is an

**Financial
Strength**

It frames most of his discussions with agents and is at the forefront of his district meetings. He even shows his agents monthly reports of premium versus losses.

forefront of

DM Rodney Devlin keeps agents focused on profitability to help maintain financial strength.

"Information like this needs to be shared with everyone," he says. "Profit is not a four-letter word. It's a good thing."

"Profit is

And something all agents can contribute to.

Like working with underwriting when they learn of instances where customers no longer qualify for American Family's insurance. And inspecting every new piece of property business they write.

"We all have to be accountable," says Rodney of agents' efforts toward profitability. "When the field takes responsibility for profitability, we underwrite better and take ownership of it."

To foster this sense of responsibility, Rodney encourages his agents to watch claims activity and have good relationships with customers and claims adjusters.

"We want to take care of our policyholders," says Rodney. "We've got to be good stewards of their money."